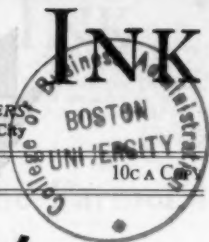


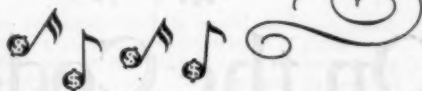
PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CLXIV, No. 5 NEW YORK, AUGUST 3, 1933



Sheet Music!



LONG before Cannon Mills had climbed to leadership in the towel-market, they were looming the first fine lengths of Cannon sheeting. As the largest cotton buyers in this country, getting first choice at first grades and paying volume-prices, it was to be expected that Cannon would produce a superlative sheet at a surprise price.

But there's been no attempt to sell the sheet on Cannon towel reputation. Instead, just as the towels were established, years ago, through a persistent trade-press campaign, so the sheets are being introduced. Every issue of a picked list of papers going to merchandise managers and linen buyers carries the news of the new product . . . in copy as carefully written and well illustrated as any consumer campaign.

This is a time of composition and orchestration—building up Good-will, Wide Distribution and Store Favor—but even at the present moment, the “sheet music” sounds pretty good on the cash registers of department stores.

N. W. AYER & SON, INC.

ADVERTISING HEADQUARTERS

WASHINGTON SQUARE, PHILADELPHIA

NEW YORK BOSTON CHICAGO SAN FRANCISCO DETROIT LONDON



On the Code 100%

THE Milwaukee Journal started operations under the President's blanket re-employment agreement on July 31—the first establishment in Milwaukee to accept the code. Eager to do its part, The Journal has not asked and will not ask any concessions because of its being a newspaper. The terms of the code will be adhered to 100%.

Mechanical departments are now on a 35 hour week schedule. ALL other employes including outside salesmen and employes who might be classed as "professional persons," have been placed on the 40 hour week schedule.

Wages have not been and will not be decreased with the shorter hours. Fifty-seven employes have already been added to the payroll.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

Issued weekly
 Published
 June 29, 1933
 Vol. C

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLXIV

NEW YORK, AUGUST 3, 1933

No. 5

Advertising Has Become Farmer's New Hired Man

Working with Agricultural Adjustment Act, It Affords Him Means of Making Most of New Deal

LIMITED production does not mean a successful marketing operation. Thus the control plan which the Department of Agriculture is now putting into effect can go less than half way toward solving the farmer's difficulties if left to itself. There remains the process of increasing per capita consumption. Addressing a marketing conference of the California Agricultural Co-operative Association at Stanford University, Mr. Francisco showed how agricultural recovery might work out to its full fruition by the aid of advertising. He advocated combining control of supply with a drive to stimulate demand—a proposition of vital interest to every producer, as well as to the farmer, now that the New Deal gets under way.

By Don Francisco

Vice-President, Lord & Thomas

THE service which advertising can render agriculture has been immeasurably increased by the new program of the Federal Government.

The effect of advertising is to stimulate demand. Increased demand attracts heavier shipments, higher prices, or both. The inescapable results are more plantings and larger shipments. Then follows a race between the forces of sales promotion on the one hand, and on the other, the increase in tonnage which follows inevitably in the wake of merchandising success.

In the past no marketing agency could justify the suspension of all sales and advertising activity on the grounds that its success might stimulate plantings. The only hope lay in a frantic effort to keep demand ahead of supply.

The history of the California raisin industry furnishes a striking example of the influence of increased tonnage in nullifying the good results of an advertising

and trade promotion campaign.

When Sun-Maid represented 80 or 85 per cent of the raisin tonnage of California it was able to conduct national sales promotion work with the grocery and bakery trade and carry on extensive advertising to persuade people to use more raisins. As a result the per capita consumption of raisins in this country was almost doubled within a comparatively few years.

But the result of this success, which was reflected both in increased sales and higher prices, was a vast planting of new vineyards. The supply eventually overtook demand and brought about a complete collapse of raisin prices. The consumption of raisins has materially decreased since this major industry effort was necessarily abandoned.

Now, however, the Agricultural Adjustment Act gives us a method of limiting shipments and perhaps plantings. Under the new relief program the raisin growers, raisin packers and the Secretary of Agri-

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culture might enter into a contract whereby the industry could again utilize advertising to re-build and increase raisin consumption. If our specialty crop industries take advantage of their rights to organize under the provisions of this act so as to control volume, then advertising can function effectively in increasing demand without danger of being swamped by excessive shipments.

If tonnage is restricted the effect of advertising will be to increase prices, something earnestly desired, not only by agriculture, but by the Government itself. In fact, one of the purposes of the Agricultural Adjustment Act is "to help agriculture restore purchasing power by increasing prices."

On the other hand, increases in production will not be allowed until the industry demonstrates its ability to move a larger supply into consumption. Here again the demonstrated power of advertising to increase consumption makes it a force that will be called upon.

Another factor is favorable to the success of farm product advertising. Many possible advertising successes have been ruined by the shipment of products of unsatisfactory quality. In the working out of the new plan for industries with surpluses, the aim will be to keep the lower grades off the market. Thus advertising will have new talking points, and the advertising department can proceed with greater assurance that the products being exploited will make good before the spotlight of publicity.

Two Basic Essentials of Industry Advertising

Two fundamental requirements of successful industry advertising are organization and money. There are a number of California industries that would like to advertise if they had these essentials. There are others that could do a better job if they had a stronger organization and a larger advertising fund.

Under the Agricultural Adjustment Act industries will be forced to organize. The result of the threat of inflation plus plans for controlling volume, will be higher

prices, with the possibility of increasing advertising appropriations that are now necessarily inadequate.

The seller whose time has been occupied with slashing prices, creating free deals, making fake advertising allowances and secret rebates and a score of other schemes for securing a competitive advantage, will now face a new kind of job in selling on a basis of real superiority. The creation of real values and the building of a real demand is a far more difficult task than cutting the price 50 cents a case or offering one case free with five. The consumer now becomes of paramount importance.

A New Type of Competition

With price selling minimized, competition will be of quality, service and merchandising strategy. Competition, while cleaner, will be more, rather than less intense. More than ever will the rewards go to the skilful and resourceful advertisers.

Industries which are setting up codes and regulations to eliminate unfair, destructive, illegitimate forms of competition, will find that advertising is not only a powerful and effective competitive weapon, but that honest advertising is a fair competitive weapon. Advertising is the voice of business. With its aid you are able to state your case before the millions. You give the public an opportunity to make an intelligent choice.

Thus, it seems to me, advertising has become the farmer's new hired man and will have a very definite and important role to play in the agricultural program.

But let us not be misled into believing that the control of production under the Adjustment Act will be sufficient. Without aggressive efforts to maintain and increase demand, consumption will decline and prices fall due to the competition of more aggressively merchandised foods. No industry can grow and prosper without a steadily increasing demand.

There is no law that can make people want things. That is a sales and advertising job. Wants and



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Extra Large

Market Baskets

IN Rhode Island and neighboring communities—the compact Providence market—are some 221,000 families buying food at a per capita rate nearly 40% above the American average.

At 1929 levels that was 31 million dollars “velvet” over and above average food store sales. At 1933 prices it’s still a big premium for food advertisers.

For the broad requirements of the general advertiser who would establish a product of merit in this market, at least the two leading newspapers are essential.

To the Bulletin’s local mass coverage, the Journal adds special strength in the market as a whole, and among women who choose food products by name rather than by price . . . the greatest reader coverage and buying power that can be added by any Providence daily.

General grocery lineage in the daily Journal, to June 30, 1933, was 47% greater than in the first half of 1929. Together, Journal and Bulletin carried 89% of the Providence total.

Journal-Bulletin FAMILIES:

In Rhode Island

**2 OUT
OF 3**

Average for State
as a Whole

In Providence

**19 OUT
OF 20**

A. B. C. CITY

Providence Journal & Bulletin

Dominating New England's Second Largest Market

CHAS. H. EDDY CO.

Boston - New York - Chicago

Representatives

R. J. BIDWELL CO.

San Francisco - Los Angeles - Seattle

needs are in competition with each other. As consumers we face eternal choices among many alternatives. So long as choices are left to us, the way for selling and advertising is left open, no matter how many laws are passed. The task of raising the level of wants for its products is now an increased responsibility of every industry.

The fact that limited production does not alone mean a successful marketing operation is well illustrated by the California date industry. The maximum consumption of dates in America has been approximately 60,000,000 pounds with an average annual consumption of about 44,000,000 pounds. Of this supply only 4,000,000 pounds are grown in California. In spite of this limited tonnage and the superior quality of the California product, this State had a carry-over in February, 1932, of nearly 1,500,000 pounds and the return to the grower that year was 3 cents a pound below the cost of production.

The consumption of California prunes has remained practically stationary due to lack of effort to increase consumption until the last year. The consumption of California raisins has declined since the large industry advertising program has been abandoned. Apples have lost popularity in the face of orange, pineapple and grapefruit advertising.

How Liver Became Popular

On the other hand science discovered a few years ago that liver had great value in the diet. These findings were published in scientific journals and passed about by word-of-mouth, with the result that calves' liver, which the butcher was once willing to give away, soon sold for as high as 65 cents a pound.

Doctors and dietitians urged the eating of more raw vegetables and fruits—more salads; advertisers of oranges, walnuts, asparagus, salad dressing and other products capitalized this by picturing salads in their advertising and presto, in three years the per capita consumption of lettuce increased from 1½

pounds to 7 pounds per year. Lettuce has been a "parasitic product," that, by good luck, and without expense to its industry, has ridden to popularity on this wave of advertising and publicity.

It becomes known that spinach contains healthful iron. Mothers begin feeding it to their children, while adults who never liked it before, demand it regularly. Sales increase, to the producers' delight.

In the face of the increased popularity of fresh vegetables and fruits, the word went around that people were eating more meat than was good for them, and the annual consumption of meat dropped sixteen pounds per capita in twenty years.

The lesson is clear. It is possible to stimulate demand by making known the desirable features of a product and it behooves every industry that wishes to maintain or expand the consumption of its product to seek out and then publicize the facts about its goods that will interest and benefit consumers.

The way to crop control and advertising now lies open to every industry.

Several agricultural specialty industries anticipated the features of the Adjustment Act by a year or more and have put their tonnage under control. In each instance advertising to increase demand has been done simultaneously with the action to control supply.

The California citrus industry, for example, has been operating on a stabilization plan which provides for:

1. A determination of total weekly shipments.
2. An equitable allocation of these weekly shipments among all shippers.
3. Utilization or disposal of surplus fruit under adequate safeguards to remove it from fresh fruit trade channels.
4. Establishment of a standard package.

These steps greatly increase the effectiveness of the California orange and lemon advertising by controlling volume and removing

(Continued on page 76)

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Register and Tribune Carriers Stage Big Parade

3,495 Iowa Lads Attend Annual Carrier Convention
In Des Moines



LIAISON OFFICER

... 3,495 clocked with bags

ATOP the steel canopy overhanging the entrance to *The Register and Tribune* building in Des Moines one noon last month stood two girls modishly frocked in white clicking at their comptometers till they had counted 3,495 young Iowans marching past with the ochre canvas bags from which they deliver Iowa's justly famed newspaper.

32,000 spectators acclaimed this blue-shirted, white trousered column the greatest army of newspaper carrier salesmen ever assembled. In the forest of banners swaying overhead one proclaimed: "4,331 carriers deliver *Register and Tribunes* in 852 Iowa towns!" Another: "33,000 gain in circulation since 1929!"

Festivities began with a gubernatorial greeting, a preview in 3 theaters of "King of the Arena," censored western movie; ended with an afternoon at the amusement park, free roller coaster, swimming, ice cream. Overhead droned the newspaper's autogiro Good News III.

In floats and costumes lithe sunburnt lads* depicted scores of features from Tarzan to Lippmann which make *The Register and Tribune* a vital organ in nearly a quarter million Iowa homes where dwells some of the nation's best purchasing power.

Shrewd observers sensed that these carriers are the liaison officers between world happenings and Iowa customers. This realization is growing among national advertisers who eye the rich territory where *The Des Moines Register and Tribune* keeps a daily rendezvous.

*14 won college scholarships given annually by *The Register and Tribune*.

**The Register and
Tribune 1933
circulation . .
exceeds 1929**



234,139 Daily—208,122 Sunday
A. B. C.

New Products Main Theme of Industrial Advertising

Activity in Something New, Something Different Helps Break Depression, as It Has at Other Times

By C. Marshall Taylor

G. M. Basford Company

IF new discoveries and the exploitation of new industries and of new products have broken previous depressions—which they have—the one that jumped on us in 1929 should presently be smashed to smithereens, for at no time in all history has industrial invention been so active.

Already there are many indications that this tide of new things is sweeping business forward. It is significant that the industries and the individual concerns that are featuring new products are making the most progress.

Department stores have consistently made the best showing all during the depression. The explanation is that they always put their selling emphasis on novelty. The automobiles that have been selling best are those that have departed most radically from conventional design. The seller in radio has been the midget—something altogether new. For two years, steel sales have tended almost perpendicularly downward. Yet the sale of stainless steel, a new product, has run in the opposite direction.

In the package business the selling honors go to an article of recent creation—Cellophane. Among individual companies in the paper industry an astonishing record has been achieved by the Nashua Gummed & Coated Paper Company. Its success is due to an altogether new line. One of the most revolutionary of the new papers is a zinc paper, which is being sponsored by the New Jersey Zinc Company.

It was during the depression that the United States Rubber Company introduced the most revolutionary textile product that has come since the birth of rayon. I refer to

Lastex, that amazing elastic which has set the textile world agog.

The Lucas Manufacturing Company brought out a new line of auto heaters which took such a hold on the trade that it has increased the company's sales 60 per cent in this division.

In 1932 the National Acme Company added the Chronolog to its family. This is a work-recording device, which tells the output of a machine or man, and whether or not it is a profitable output. The machine is finding a waiting market.

A little over a year ago the Toledo Scale Company introduced a radically different scale. It was designed to appeal to popular psychology. For instance, the company knew that a woman does not like to have her weight advertised in a public place. Hence the indicator is so hooded that only the person being weighed can see the figure. Though 1932 was the toughest year modern business has known, Toledo sold more of this new scale than its predecessor in the line sold in the previous ten-year period.

Frigidaire's Success with a New Product

The Frigidaire Corporation has recently brought out an electric refrigerator that proved so popular that the company went on a twenty-four-hour a day production basis. Sears, Roebuck & Company are having a similar experience with their new washing machine, although so far the sales are not as sensational as Frigidaire is enjoying.

One of the depression's most interesting developments is the surprisingly large number of new types of foods that have been in-

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roduced during it. These eatables range from macaroni made from cotton seed to canned baked apples. No other depression has witnessed the introduction of so many odd food specialties.

I have mentioned these few cases just as examples of the activity that is going on in the development of new products. It would not be difficult to give hundreds of similar illustrations.

The bringing out of new products and the re-designing of old products, is absorbing the attention of industrial manufacturers even more than it is the producers of consumer merchandise. It seems that almost every industrial producer is making changes in his lines.

A survey made recently by the McGraw-Hill Publications among thousands of industrial concerns brought out that in improving their products these organizations had the following considerations in mind:

	No. of Companies
Higher speeds	170
Larger and heavier units	78
More automatic operation	147
Greater precision in use	158
Decreased power consumption	120
Improved gearing	101
Better electrical control	136
Better springs	29
Devices to minimize vibration	137
Better lubrication	181
Adoption of corrosion-resisting materials	207
Improved lock washers and locking devices	116
Closer manufacturing tolerances	156
More easily replaceable units	189

Restyling to give new form ..	179
Better surface finish	149
Improved color schemes	47
Materials adopted for improved appearance	141

It is significant that industrial advertisers are devoting much of their current advertising effort to exploiting these design phases of their products. New or improved products are the outstanding themes of present-day industrial advertising. It is the *one* theme of the big industrial space users. Almost invariably the advertiser in these fields who is employing pages and spreads is devoting his copy to featuring something new.

Recently I selected a handful of business papers at random and cataloged the advertising in them, as to whether the article offered was new or old. I also listed those advertisements that were devoted to both old and new products. The findings are shown in the table below.

For several months I have been checking all of the leading business papers. Roughly 25 per cent of the advertisements featured new products. Another 25 per cent advertised both old and new articles. The rest of them were devoted solely to old products.

But those figures relate only to the number of advertisements that appeared. If the space they occupied were measured, the story of the value of new products to advertising would be even more impressive. Almost invariably the big advertiser, the user of full-pages, spreads and inserts, is advertising a new product or an improved product.

As far as industrial advertising

Publication	New Per Cent	Old and New Per Cent	Old Per Cent
Nation's Business	21½	8	70½
National Provisioner	32	17	51
Western Canner & Packer	22½	33½	44½
Wire and Wire Products	40	30	30
Electrical Manufacturing	23½	41	35½
Machinery	25	17	58
The Iron Age	13	21	66
Engineering News Record	47	26	27
Chemical & Met. Engineering	15	45	40
Industrial & Eng. Chemistry	15	29	57

is concerned this is a comparatively recent development. In the marketing of consumer goods, "newness" has always been featured. The industrial manufacturer, however, has only lately learned that the industrial buyer also can be won by showing him something new. He, too, likes to buy things that have been improved. He wants products that are more efficient or that have been designed to perform a new service. He favors materials that reduce production costs or increase salability of an article.

This development is bound to increase the volume of industrial advertising, as times approach nor-

mal. Not only will the old industrial advertiser increase his space, so as to give proper emphasis to the new things which he is offering. More important the non-advertiser in this field who accepts the new product trend, will be forced to advertise, for no manufacturer can make a satisfactory presentation of a new article or of a re-designed line unless he advertises adequately.

That has been the experience in the consumer field. The manufacturer who did not advertise almost invariably was obliged to become an advertiser when he brought out new goods.

New Canada Dry Product

CAFAY DRY, a coffee beverage, is a new product which has just been placed on sale in New York City by Canada Dry Ginger Ale, Inc. The company is putting it on sale, it is announced, in the Metropolitan area as an experiment. If the experiment is satisfactory, distribution will then

be spread to other territories.

For the moment the product is getting no advertising support nor any special promotional benefits.

The product is retailing at two bottles for 25 cents. The new bottle has an attractive design with a combination of silver and brown as the basic colors.

Add Otis Beeman and F. G. Ibbett to Staff

Otis Beeman, an account executive with McCann-Erickson, Inc., Chicago, for over five years and previously in the agency business in Chicago, has joined Aubrey, Moore & Wallace, Inc., Chicago, as an account executive. F. G. Ibbett, formerly radio director for the Chicago office of McCann-Erickson, Inc., has also joined Aubrey, Moore & Wallace. He was previously with the National Broadcasting Company and the Columbia Broadcasting System.

To Join R. R. Donnelley

Charles C. Haffner, Jr., will resign as executive vice-president of the City National Bank & Trust Company, Chicago, about August 15, to join R. R. Donnelley & Sons Company, printing firm of that city. He will retain his connection with the bank as a member of the board of directors.

New Accounts to Ayer

The Palmer Brothers Company, New London, Conn., comfortable, and the Simplicity Pattern Company, Inc., New York, dress patterns, have placed their advertising accounts with N. W. Ayer & Son, Inc.

Washington "Post" Appoints Winslow Abbey

Winslow Abbey has been appointed national advertising manager of the Washington, D. C., *Post*. For a number of years he was advertising manager of the San Francisco *News*. From 1924 to 1926 he was business manager of the NEA Service of Cleveland, returning to the San Francisco *News* in 1926 as advertising manager.

Scripps-Howard Promotes Wood

Ben Wood, who has been national advertising manager of the Cleveland *Press*, has been made advertising director of the Cincinnati *Post*, both Scripps-Howard Newspapers. He is succeeded as national advertising manager of the *Press* by Francis Nye McGehee.

De Vitalis, Eastern Advertising Manager, "True Story"

William M. De Vitalis has been appointed Eastern advertising manager of *True Story Magazine*, New York. He has been with the Macfadden Publications in an advertising capacity for ten years.

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NEW YO

If you want to sell automobiles in Chicago . . .



you will be interested to know that The Chicago Daily News, for the first six months of 1933, carried 21,523 more lines of new passenger automobile advertising than any other Chicago daily newspaper.

As a matter of fact, for the first six months of this year The Chicago Daily News led all Chicago daily newspapers in Retail, General, Automotive and Total Display . . . and in Total Advertising Linage.

—Authority: Media Records, Inc.

THE CHICAGO DAILY NEWS

-Chicago's Great Home Newspaper

GEORGE A. McDEVITT CO., National Advertising Representatives
NEW YORK CHICAGO PHILADELPHIA DETROIT SAN FRANCISCO

Why the Space Buyer Should Know Individual Media

And Also Why and How the Salesman Should Demonstrate the Editorial Content of His Publication

An Interview with

H. E. Hendrick

Space Buyer, Tracy-Locke-Dawson, Inc.

THE trend toward media specialized copy long prevalent in the business-paper field, is extending itself to publications reaching the mass public. So says Marsh K. Powers in "Fitting the Advertising Message to the Medium," an article by him in *PRINTERS' INK* for July 27.

Space men, both buyers and sellers, are keeping a weather eye on this trend. It brings with it greater opportunity for use of their knowledge of mediums. How effectively they meet this opportunity depends upon how carefully they have prepared themselves.

There is significance in the fact, though it may have no bearing on the specialized copy trend, that the trend shows gathering impetus which evidences itself almost on the heels of a general demand for more information on reader interest. How thoroughly is a publication read and what do its readers like best?—has come to occupy a major place in medium evaluation.

If the space buyer has this information down pat, he has acquired the "feel" of a reader audience. In campaigns where tailor-made copy is decided upon, it is quite possible that space buyers will sit in on more campaign planning conferences and sit in on them in earlier stages of their development than is done when the space buyer isn't called until copy and plans have been settled and the campaign is ready to go into the list-making stage.

Much of the desired information on editorial content, the space buyer acquires on his own initiative. He can't be satisfied with the representations made by the space seller. There has to be a check-up and I make mine by studying the various

publications at home where I have a better chance of approaching the publication from a reader's viewpoint or, at least, more naturally assuming that I am a reader.

Some publishers are doing a helpful job in tabbing particular issues, furnishing these to space buyers in conjunction with a classified summary of editorial content over a period of time, maybe a year. Publication advertisements in the field of advertising business papers reflect a healthy recognition of the competitive value of editorial content as a talking point.

Salesman May Offer Specific Idea

Alert space salesmen can follow through. If they have made a real study of a client's problem, they can make worth-while suggestions to the space buyer. If a space salesman hopes to get on a list or argues to make a last-minute change, his case obviously will be stronger if he has an idea for a message, or if he can suggest an adaptation of a thing which, by assurance of its appeal to his readers, has a convincing promise of return.

A simple example illustrates my point: On several occasions I have seen periodicals which circulate among organized bodies, get on a list through the recommendation of a space salesman who has pointed out the value of a timely tie-up to some organization activity, such as a convention.

One salesman never makes a solicitation until he knows as much about what we and a client are trying to do as the client and we know ourselves. He studies the market. He investigates the advertiser's distribution set-up. He makes certain

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the distribution is there or that he can get it there before he makes a solicitation. In that solicitation he makes a persuasive endeavor to have the copy carry an intimate note that will be recognized as particularly addressed to the people in his territory.

All such initiative helps the space buyer. There should be more of it. The space buyer does not want to trespass on the province of the copy writer. But if the space buyer can give, or the copy writer can turn to the space buyer for, information which will help copy to get a better reading, both will appreciate the incentive to greater copy effectiveness.

A talking point that publishers frequently overlook is the standing of their editors in the field, their entree to various people and their reader following. Where circulation, rates and other factors are comparatively equal, editorial leadership may be the factor which de-

termines selection between mediums.

The editorial content often reflects itself in the standing of the editor. Publishers should tell more about their editors, where they stand and for what. This is illustrated in the importance which publishers attach to letters from readers and the promotional use which is made of such letters.

Media specialized copy opens an opportunity for space buyers to make their jobs more important. This opens up new opportunities for service on the part of space salesmen.

As Mr. Powers says in his article, "run this in the whole list" may become less and less accepted procedure. If this materializes into fact, those publishers who see to it that space buyers know the psychology of their readers will see to it that solicitations will as thoroughly cover editorial content as they cover rates, circulation and market coverage.

To Carry Chain-Store Case to Supreme Court

Chain-store operators who joined in contesting the Alabama chain-store tax of 1931 will carry their case to the United States Supreme Court following reversal in a decision of the Montgomery Circuit Court on July 25, holding the law unconstitutional. A temporary injunction granted chain stores was dissolved. Operators instituted action claiming the law lacked uniformity in its application, especially in that it exempts chain filling stations from the tax.

General Household Elects

Executives of the General Household Utilities Corporation, Chicago, formed by consolidation of the Grunow Corporation and the United States Radio and Television Corporation, are: Vice-presidents, H. C. Bonfig and A. C. Winan; treasurer, J. P. Rogers; secretary, Ralph Trimarco. As previously reported, J. Clarke Coit is chairman of the board and William C. Grunow is president.

To Publish "Spirits"

The initial issue of *Spirits*, planned as a national monthly to serve manufacturers, wholesalers and importers of whiskies, brandies and wine products, will appear in August. It will be published by the Spirits Publishing Company, 220 East 42nd Street, New York. Harry Schwartzchild has been appointed editor and publisher and E. F. Wright, advertising manager.

Perfection Stove to Increase Advertising

A larger advertising budget has been voted for the fall by the Perfection Stove Company, Cleveland, with magazines and farm papers being the principal mediums to be employed. Increased advertising is one of four planks in a program being carried out by the company, the others being shorter hours, more help and higher wages.

Appointed by Insurance Group

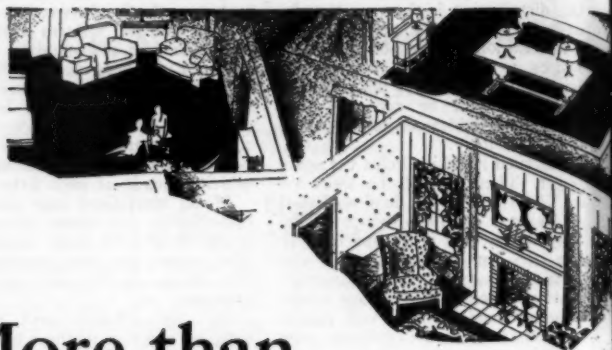
F. P. Ward has been appointed executive secretary of the Insurance Advertising Conference and will be located at 151 Farmington Avenue, Hartford, Conn., where an office has been established for the conduct of the activities of the Conference. Mr. Ward formerly was with R. S. Peck & Company, Hartford, and with the Forbes Litho. Mfg. Company, Boston.

Has A. M. Byers Account

The A. M. Byers Company, Pittsburgh, Pa., manufacturer of wrought iron products, has placed its advertising account with Aubrey, Moore & Wallace, Inc., Chicago. Business papers and direct mail will be used.

Cel-O-Glass to B. B. D. & O.

Acetol Products, Inc., Wilmington, Del., manufacturer of Cel-O-Glass, has placed its advertising account with Batten, Barton, Durstine & Osborn, Inc.



More than 400,000 living rooms

WE'RE thinking of well over 400,000 Chicago families—families in every income level.

Buying has been put off. But re-furnishing is under way . . . with business picking up, men going back to work, salary checks certain.

The living room comes first—the room the family entertains in. But the whole house needs sprucing up—dining room, bedrooms, bathroom, kitchen.

* * * *

This vast group of more than 400,000 families reads the Chicago American every day. Aggressive advertising of household equipment

will get increased acceptance in this huge market now.

This American market response is the proof: For six consecutive years Chicago American has led all Chicago daily newspapers in furnishing advertising lineage.

* * * *

Conservative estimates show that the average Chicago home spends \$1300 a year for merchandise. This means just this: Chicago American families are going to spend at least \$500,000,000 during the next year.

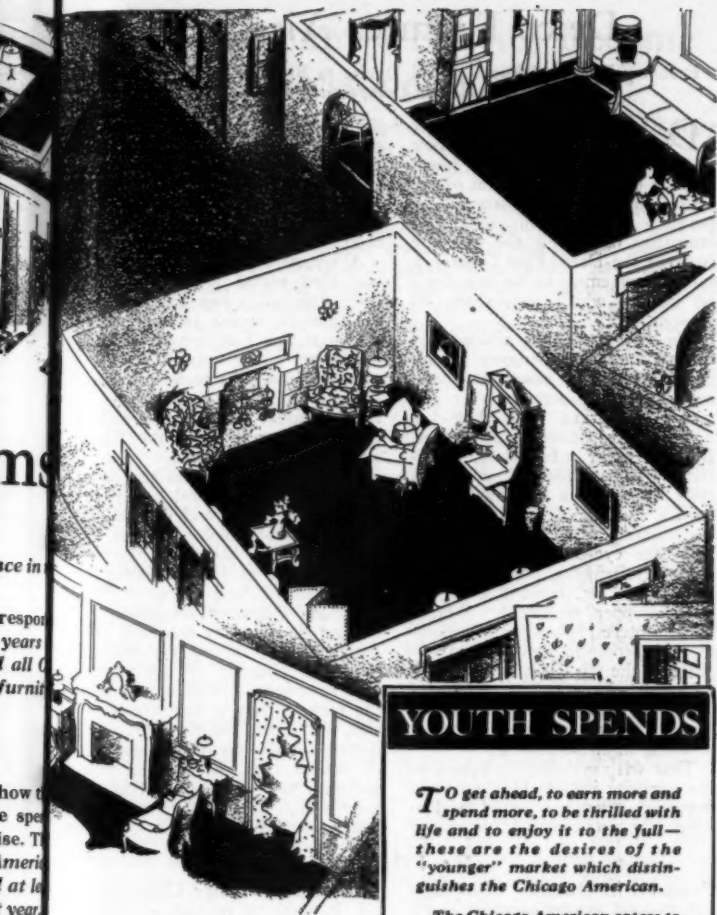
This fact alone proves that to get a major merchandising job in Chicago the American must be used.

CHICAGO AMERICAN

a good newspaper

and A MIGHTY MARKETING OR

National
Rodney E.



YOUTH SPENDS

***T**O get ahead, to earn more and spend more, to be thrilled with life and to enjoy it to the full—these are the desires of the "younger" market which distinguishes the Chicago American.*

The Chicago American caters to "those who are or who think under 40". It is completely modern . . . presents with a flair the human interest, romance, drama in the day's events. Only in this light can its readers be understood, and their greater urge to spend appreciated.

National Representatives:
Rodney E. Boone Organization

FOR MERCHANDISE

Delco Features Air Diet

Economy Effects of Fuel Control Device to Be Stressed in New Oil Heater Campaign

"DELCO HEAT burns 95 per cent air and only 5 per cent oil." With this statement headlined in every advertisement of the series, the Delco Appliance Corporation sets out this month to dramatize intensively the economy story of the Delco Fuel Control, a valve arrangement in the company's oil heaters which meters the oil consumption.

The new campaign will employ large-space advertisements in approximately 125 newspapers and represents an increase over the spring program, according to S. M. Ballard, advertising manager. Business-paper advertising, a direct-mail series for use by dealers, sales literature, a window display service and store signs complete the program.

As the eye-catching feature of the advertisements, the company is using what Mr. Ballard terms the "eavesdropper" technique. A large human-interest photograph, showing two people in conversation, appears at the top of each advertisement. Their remarks are carried in comic strip "balloons" and the reader is given the impression of listening in on something.

That this psychological appeal to the curiosity instinct is effective in drawing attention was demonstrated in tests aimed to determine

the most effective manner of presenting the economy theme. These conversation illustrations were found to have 68 per cent greater reader interest than any other type of advertising that could have been used.

A typical advertisement pictures two men seated together on the train. One has a newspaper before him and is saying to the other: "Look at this. Can you imagine an oil heater using only 5 per cent oil?" To which the reply is: "Sure. I have a Delco Heat and it's a regular miser with oil." Below this in large type comes the "95-5" statement quoted above.

Throughout the series the illustrations portray natural, everyday scenes—a husband and wife at the breakfast table, housewives at the bridge table, a couple of youngsters looking at the oil heater in the basement, and so on. Each time one character expresses inquiring doubt as to the 95-5 performance and the other chimes in with the evidence of his or her own experience. And in all cases the picture copy is real conversation, phrased in the plain, informal diction which live people employ. A similar easy, simple and non-technical style is employed in the copy which appears below the illustration and headline.

Pennzoil in Outdoor Campaign

A Pennzoil summer campaign of 24-sheet poster advertising has been released in the eleven Western States in 210 cities and towns by The Mayers Company, Inc., Los Angeles, through the National Outdoor Advertising Bureau. The posters feature Pennzoil in sealed cans and carry five changes of copy.

Absorbed by Randall Company

The Randall Company, Hartford, Conn., advertising, has absorbed the New England Promotional Service, the entire staff of which has been transferred to the new organization of which Wilbur Randall is president and Arthur Streen is production manager.

Stewart-Warner Changes

C. B. Smith has resigned as president and member of the executive committee of the Stewart-Warner Corporation, Chicago. J. E. Otis, Jr., recently named vice-president, has been appointed executive vice-president and member of the executive committee. He will head the company pending the election of a new president later this month.

Has Cereal Account

The Whole Grain Wheat Company, Moline, Ill., canner of Whole Grain Wheat and other health foods, has placed its advertising account with Reincke-Ellis-Younggreen & Finn, Chicago. Magazines, newspapers and direct mail will be used.

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This Company's Policies Became the Keystone of a Code

And Now Pet Milk, Through Advertising, Carries on the Task of Selling the Principles to Its Trade

FORTUNATE is the enterprise to which a N R A code is merely a sort of echo of the company's own policies—policies that have built the business and shaped the course of management over a period of years—policies that the management, broadly viewing the common good, long has sought to see adopted throughout the industry. Here is an enterprise whose cardinal points of sales policy, reaching back for more than a decade, now find code-endorsement. And here is a company whose "missionary" work still goes on.

By John A. Latzer

President, Pet Milk Company

LET us consider, first, two facts—

1. It is good business for an enterprise to do a thing if, when all do it, there is still benefit for all.

2. It is unsound for any enterprise to resort to a practice that, if adopted by all, will be a detriment to all.

These two facts, expressed as principles, are the keystones of codes that industry is submitting to Washington. They are embodied in the code submitted by our own industry.

Yet to our company they are not new. They are the basis upon which we have built our business; and they are the foundation upon which we shall face the future. They are shadowed forth in our advertising.

Since the first of the year, we have been engaged in an advertising campaign whose opening page—it appeared in January—addressed itself to distributors of food as follows:

"As evidence of the sincerity of our wish" (for a more prosperous New Year) "we promise that we shall continue during the New Year, as in years past, to sell our product at one open, published price to all customers, with no special discounts or concessions to any."

"We follow this policy because

we think it is good, sound, and fair business to treat all our customers alike, carefully refraining from giving to one customer a concession which enables him to cut the throat of another in ruinous price competition.

"And may we here express the conviction that the adoption of this policy by all manufacturers and wholesalers would do more than any other thing to cure the ills of the industry."

I shall return to the current campaign—for I think it is interesting and timely; but the thought behind it goes farther back.

The other day I came across a bulletin that went out to our salesmen from W. T. Nardin, vice-president and general manager, on August 20, 1923—almost ten years ago.

Although it was, at the time it was written, a projection of Mr. Nardin's thinking, those of us who have been in close touch with the evaporated-milk industry in the intervening years have seen its points materialize. It could just as well be sent out again in August, 1933.

That bulletin was thorough. I wish that space would permit its quotation in full. But it will be illuminating, I think, to review some of its high spots. In part, Mr. Nardin wrote:

"The jobbers who say that they are driven to private-label or off-brand milk because of the small margin of profit on standard brands, or in order to meet the competition of the chain store, are, we think, not solving a problem, but creating one.

"In order to solve the problem of small margin of profit by private-label or off-brand milk, they must find something in the character of this business that will enable them to get a better margin of profit on private-label business when all jobbers engage in it than they can get on standard brands, all jobbers being engaged in handling them. It may be that a jobber here and there, handling an off-brand or private-label milk can, for a time, get a higher margin than on the standard brands he handles. But the real question is: Can he do so when every jobber has private-label or off-brand milk?

"This is the test by which the intelligent jobber will measure the advantage or disadvantage. It is always true that one engaged in a certain business may, for a time, engage in a destructive course to his advantage. . . . In a market where the jobbers are doing a conservative business, taking a fair margin of profit, and dividing

among themselves the milk business of the territory, some one jobber—sometimes an old one and sometimes a new one—decides that by cutting his margin heavily on milk, he can so increase his volume as to make more net profit on the total business.

"And so he can, if his competitors sit by and allow him to do it. But they do not long sit by. They meet his cut and probably go just a little further. Then the price cutter has lost his profit, and the consequence is that all have suffered loss. . . .

"This conviction no intelligent observer can escape: A system that does not better or more economically serve the public cannot be a system of benefit to anybody."

Meanwhile, we were practicing our own preaching. On the issue of price, we had committed ourselves to the policy of one price to all. And that policy was the theme of our contacts with the trade. For example, our files reveal that, in our advertising to the grocery trade in August, 1929—to come six years nearer the present—we were saying this:

"There is but one sound way to sell evaporated milk—on quality, service to the trade, and satisfaction to the consumer.

"Pet Milk is sold on that policy.



There is an editorial-like quality to the business paper messages of the Pet Milk Company

It has been quality for We offer Pet Milk no concession

We carry 1930; and year we bring again.

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Discussing in Price

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"But th is an op form and whom we concession "If dis from the moralizin concession demoraliz

It has been a standard of highest quality for more than forty years. We offer to the wholesale trade Pet Milk at one open price, with no concession to any buyer. . . ."

We carried that theme through 1930; and at the beginning of this year we brought it to the forefront again.

I have quoted from our advertising of January, '33. In February, under the headline, "To All Who Are Tired of Profitless Selling," we said, in part:

"More than ten years ago, we predicted the ruinous condition of profitless selling that now prevails in the grocery trade."

"That was due to no gift of prophecy. It was only the application of common sense to a practice that we then saw and named—the practice of distributors to demand and manufacturers to give price concessions, in varying amounts, to an ever-increasing list of favored customers. . . . Until the practice is abandoned, profitless selling will not be cured."

In March we answered the headlined question: "What Does 'Price Policy' Have to Do with 'Profitless Selling'?"

Discussing a Reduction in Price

In April we discussed a reduction in the price of Pet Milk. We said:

"The price of Pet Milk has gone down. We are sorry it had to go. It was an economy to the consumer at the old price. The farmer was getting too little for his fresh milk—we are getting too little for our product.

"Why, then, did it go down? We had to cut the price down to meet the competition of those who sell on price with special price concessions. . . ."

"But the new price on Pet Milk is an open, published price, uniform and equal to all customers to whom we sell. We give no price concessions.

"If distributors refused to buy from those who follow the demoralizing methods of giving price concessions, there would be less demoralization of prices and prof-

its—we'd be sooner on our way out of the depression."

In May we discussed "Price Concession and Farm Relief."

In June we asked: "Are You Helping or Hindering?"

July Continued This Theme

In July, still on the same theme, we said that "the greatest single factor contributing to the demoralizing conditions which the present efforts of the Government are designed to correct has been the cut-throat competition growing out of the vicious practice of special discount and secret concession. Pet Milk Company . . . has long preached and consistently practiced the sound and fair policy of one open, published price to all customers. It will welcome the day when all business organizations will follow this sound and fair course."

In our August advertising we are citing, under the headline, "The Keystone of the Codes," the provision that "sales shall be made at one open, published price, without special concession or secret rebate to any customer." We are pointing out that "as industry after industry adopt their codes of fair trade practice, the above provision is common to them all—and that is as it should be."

Of course, our philosophy isn't brand-new. But it seems to me that even more definitely than before, it is important now.

We have spent many years and many millions of dollars telling consumers about evaporated milk—what it is and how they can use it. Some of our competitors have done likewise. In the past we have known, and we know now that, as a result of our own effort we cannot hope to benefit to the exclusion of the other fellow.

However, we feel that it is good business for us to indulge in the sort of educational advertising that builds our business and also helps to develop our industry. We feel that if we are capable of conducting our business efficiently, we shall get a fair share of the increased volume that our advertising will build. We should like to

see all our competitors adopt a similar policy. We think it would be helpful to us all.

We know, too, that we can develop our business only to the extent that we are able to help our distributors build their businesses. We know that we cannot help our customers to grow if we place any one customer, or any group of customers, in a position to cut the throats of their competitors. Aside from any moral right that may or may not be involved, as a matter of good, sound business we are sure that no permanent business can be built on any other policy than one, open, published price to all.

Every customer of ours who buys our product owns it at the same price as the other fellow. That is as it should be. If any

customer is able more efficiently to sell it at retail, he has an advantage. He can use this advantage, either by selling Pet Milk at a lower price than his competitors, or by selling it at the same price and making a larger profit. That is an advantage he has earned for himself.

But when the manufacturer adds to such an earned advantage an artificial competitive advantage by selling a customer at a lower price, or giving him a secret concession, the manufacturer places that customer in a position to undersell his competitors, either on the manufacturer's product, or on some other product on which no special price can be had. Regardless of how it is used—or if it is retained as additional profit—it is just plain bad business.

“Aesop Glim” Joins Mark O'Dea

George Laffin Miller (“Aesop Glim” to readers of PRINTERS' INK) has joined Mark O'Dea & Company, Inc., New York advertising agency, as vice-president. He was formerly associated with Mr. O'Dea in the New York office of Lord & Thomas. Mr. Miller has also worked with the J. Walter Thompson Company and Newell-Emmett Company in New York and the United States Advertising Corporation in Toledo.

With New England Network

Joseph J. Weed, recently with Paul Block and Associates, has been appointed manager of the New York office of the New England Network. With headquarters at 220 East 42nd Street, he will handle New York advertising contact for the member stations in the network: WEEI, Boston; WJAR, Providence; WTIC, Hartford; WTAG, Worcester and WCHS, Portland.

Acquires Widow's Mite

The newly formed Foods, Inc., New York, has acquired a 51 per cent interest in Widow's Mite Corporation, Geneva, N. Y., maker of Widow's Mite sauce for seasoning. No change is contemplated in the management. Perry M. Shepard, vice-president, continues in charge of the business. Edwin E. Taylor, president of Foods, Inc., is also president of Widow's Mite Corporation.

Two Accounts to Grey

U. S. Shine-Stik, Inc., New York, and the Equitable Paper Bag Company, Inc., Brooklyn, N. Y., have appointed The Grey Advertising Service, Inc., New York, to direct their advertising accounts.

Ethyl Advertises Price Reduction

Space was used in 107 newspapers by the Ethyl Gasoline Corporation, New York, to announce a reduction in the premium charged for Ethyl gasoline, to 2 cents above the price of regular gasoline. The reduction, which follows a similar reduction in Canada, affects all distributors.

A series of spot broadcasts also announced the reduction. Special overlays were put on posters advertising Ethyl and, it is expected, the reduction will be featured in forthcoming magazine copy.

E. A. A. Plans Outing

The Engineering Advertisers Association of Chicago has scheduled its annual outing for August 9, to be held at the Woodridge Golf Club, near Lisle, Ill. There will be golf and bridge tournaments during the day, followed by a dinner in the evening. In charge of arrangements are C. H. Benson, Charles Haskins, H. W. Stoetzel and E. A. Gebhardt.

To Advertise Food Beverage

The Heyman Process Corporation, New York, has appointed Edward F. Thomas, to handle the advertising of Mello, a new chocolate flavored health food beverage. Radio, direct mail and magazines will be used. Mr. Thomas has recently started an advertising service at 148 West 23rd Street, New York.

Gets Van Raalte Account

The Van Raalte Company, New York, hosiery and underwear, has appointed Reigel & Leffingwell, Inc., New York, to direct its advertising account.

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A White Spot of Business Activity

LOUISVILLE, for the past six months, has been one of the outstanding cities of the nation in business improvement. Judged by every index, bank clearings, postoffice receipts, department store sales, automobile sales and employment statistics this city stands very near the top in business recovery.

Recent reports show that, for the month of June, Louisville postal receipts were 18 per cent above the receipts for the same period in 1932 and more than 3 per cent above the national average for the month.

In bank clearings Louisville continued to show a substantial gain over last year for the week ending July 12, 1933. These and other indications should convince the alert advertiser that this market offers sales possibilities well above the average.

This market, which includes a rich portion of Southern Indiana as well as most of Kentucky, can be reached at a single low cost by concentrating your advertising message in a single medium—



THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Markets Newspapers, Inc. -:- Audit Bureau of Circulations
Represented Nationally By the Beckwith Special Agency.

EYE on



No other game so richly rewards concentration as golf. "Eye on the ball" is merely a paraphrase of the single word, concentrate. When you concentrate you are more apt to hit the ball and save a stroke, hence the effort to eliminate distractions of any sort on the golf course.

Advertisers who concentrate their advertising in the right medium are also more likely to "hit the ball."

That is why so many of most successful advertisers in the Detroit market concentrate in The Detroit News—the medium with the greatest degree of concentrated circulation in the local trading area. The six rich counties that com-

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prise the real commercial area for Detroit advertisers contains 48% of Michigan's total population. *In this area The Detroit News has 45,000 more Sunday and 33,000 more weekday circulation than any other Detroit newspaper, and it is "ball-hitting" circulation because it reaches people who are within convenient shopping distance of Detroit stores and Detroit retail outlets.*

The News reaches 71% of the purchasing power homes of Detroit, and 76% of its city circulation is home delivered. These facts are reflected in the leadership of The News in practically every major classification of advertising. A study of the volume of advertising carried by Detroit newspapers is therefore of the utmost significance. Ask a Detroit News representative to show you the first half year's advertising figures as well as the latest A. B. C. sworn circulation statements.



**Concentrated Circulation
Sells Goods**

The Detroit News

New York Office
I. A. KLEIN, INC.

THE HOME NEWSPAPER

Chicago Office
J. E. LUTZ

Member Major Market Newspapers, Inc., and Metropolitan Sunday Newspapers

TRUE STORY
MAGAZINE

ANNOUNCES

THE APPOINTMENT OF

Wm. M. De Vitalis

AS

EASTERN ADVERTISING MANAGER

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Effective August 1, 1933

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Periodical Publishers Prepare Code

General Johnson Calls on Advertising to Co-operate in Putting Over Recovery Drive

By C. B. Larrabee

MANY thousands of endorsements of the President's blanket code were rushed to Washington last week. On the surface it would seem that industry was solidly behind the Government's program.

As was to be expected, however, in the background are a group of chiselers who are complaining about this or that feature of the blanket code and who are predicting ruin for their businesses if they are forced to live up to the code rigidly. The result is that for the first time there is a concerted if subterranean opposition being developed toward the Recovery program. However, this opposition is not receiving much publicity at the moment.

The chief weakness of those who are opposing the blanket code is that they are seeking for hidden meanings that are not present in the code itself. Unfortunately, certain provisions of the code were worded somewhat ambiguously with the result that it was necessary for the Administration last week to clarify the code's provisions in two statements.

The section of the blanket code which bothered the employers most was Paragraph Seven which seemed to imply that the Government was demanding wage raises all along the line. Simply interpreted, this provision seemed to mean that if an employer had one employee getting \$10 a week and raised him to the \$15, the code minimum, he was obligated to raise all the rest of his employees 50 per cent.

The official interpretation of this confusing paragraph was as follows:

"Paragraph Seven means, first, that compensation of employees above the minimum wage group (whether now fixed by the hour,

day, week or otherwise) shall not be reduced, either to compensate the employer for increases that he may be required to make in the minimum wage group in order to comply with the agreement, or to turn this re-employment agreement into a mere share-the-work movement without a resulting increase in purchasing power. The first provision of Paragraph Seven is a general statement of what shall not be done.

"The rest of Paragraph Seven is a particular statement of what shall be done, which is that rates of pay for employees above the minimum wage group shall be increased by 'equitable readjustment.' No hard and fast rule can be laid down for such readjustments because the variation in rates of pay and hours of work would make the application of any formula unjust in thousands of cases."

As has been pointed out in these columns frequently, the Administration's idea is to take care of the wages in the lower brackets and it has in mind, for the present at least, no general movement to force employers to raise salaries which at present are far above the minimum levels. The Administration hopes, however, that employers who are able to will make pay rises as wide as possible in order to add to purchasing power and remove the dam which has held back so much money from the channels of trade.

The most interesting development in the publishing industry last week was the preparation of a code for the periodical publishing industry.

Under the terms of the code, this industry is defined to mean "the publishers of periodicals (except daily and weekly newspapers) issued at regular intervals

but not less frequently than four times per year and from which the publisher derives circulation and/or advertising revenue."

In the by-laws the field of periodical publication is divided into four general groups as follows: 1. Agricultural publications; 2. Business publications; 3. Magazines; and 4. Religious, fraternal and miscellaneous publications.

For the purpose of administering the code, a new organization was formed called the Periodical Publishers' Institute. Membership dues for the institute are \$10 a year and, in addition, there is a provision for an allocation of expenses which may be approved by the directors and paid by each publication published by a member within thirty days after receipt of the bill.

* * *

Of most interest are the provisions of Section Two which are trade practice rules for the periodical publishing industry. This section is as follows:

"The Business of Periodical Publishing. The periodical publisher derives his income from two sources: (1) the sale of the periodical; and (2) the sale of advertising in the periodical.

"Periodicals are sold at a stated price, both by subscription for periods of from a few months up to ten years, and by single copy sale through various sales outlets. The price of the individual copy is usually low, ranging from 5 cents upward, and a rate once established cannot easily be changed, both because of the magnitude of the operation and because of the good-will value which results from an established stated price. Subscription rates, which must be proportionate to the single copy price, are even less flexible, since payment in advance for subscriptions is usually taken for periods of one, two or three years and often for longer periods.

"The principal revenue of most publishers comes from the sale of advertising space in their periodicals, and it is common knowledge that the sum paid by the reader or subscriber is usually less

than the actual cost of producing the periodical.

"Advertisers normally plan their advertising expenditures and make their appropriations yearly. For this reason, rapid changes cannot be made in advertising rates and the publisher must make his plans well in advance for such a change. Periodicals must appear at regular stated intervals, both because it is customary and because the United States postal rules require such a condition. The amount of advertising in each issue will vary and cannot be determined in advance of the day when the forms must close, so that the printer may start his work. Reservations for advertising are usually made at an established rate for periods up to one year.

"Because of these conditions, it is impossible to rule in this Code that individual issues must be profitable; and because of the wide variations existing between periodicals in page size, in character and weight of paper, in quality of printing, in methods of distribution and in many other factors, all of which greatly affect costs, it is impossible to establish minimum rates to apply to all publications.

"It is recognized that advertising is one of the most essential elements of distribution and therefore must play a vital part in national history.

"The periodical publishing industry can and will assist in increasing employment and wages and in increasing consumption of industrial and agricultural products, but its principal contribution toward the success of the recovery must be through increasing the volume of advertising in its periodicals. Such increases will be of great assistance in rehabilitating the industry and in accomplishing the results to be desired; but in an additional and more important way such increases in volume of advertising will stimulate the businesses of advertisers and increase employment and wages in their establishments by many times the amount possible in the publishing industry itself. To accomplish this purpose, the industry through this Code

must restrain certain practices which have developed in the publishing field and which are harmful to the public, to publishers and to advertisers. All harmful practices work to defeat the purposes of the Recovery Act.

"A—Responsibilities to Purchasers of the Periodical:

"1. Misleading or deceiving customers with respect to the service to be rendered shall be a violation of this Code.

"2. Editorial independence by each member of this Institute must be inviolate and any deviation shall be considered an infraction of this Code.

"3. The industry shall establish definite regulations designed to eliminate the publication of misleading and/or untruthful advertising and thus will protect the public. Disregarding these regulations shall be a violation of this Code.

"4. Circulation practices must conform to the rules and regulations of the United States Post Office Department and these rules and regulations shall be considered a part of this Code.

"B—Responsibilities to Advertisers:

"1. Circulation Practices: The circulation records of every publisher shall be open freely for inspection by advertisers or advertising agents or by the United States Post Office Department and all reasonable auditable information which they request shall be furnished. The publisher of each periodical shall publish in the first issue of such periodical after April 30 and October 30 of each year a sworn statement showing the average number of copies per issue of such publication sold and distributed during the preceding calendar six months' period ending December 31 and June 30 respectively. Such statement shall also show the percentage relationship of the copies actually sold and the copies distributed free. Copy of such issue shall be filed with the Secretary of the Institute. Failure to comply with the requirements of this paragraph shall constitute a violation of this Code.

"2. Advertising Rates: It is a

requirement of this Code that publishers must file with the Secretary of the Institute a complete schedule of all advertising rates. Failure to do so shall constitute a violation of this Code.

"3. Maintenance of Rates: It is understood that publishers shall make no deviation from their published rate schedules on file with the Secretary of the Institute either in the form of money or otherwise, or secretly extend to certain advertisers special privileges not extended to all advertisers under like terms or conditions. Where terms provide for time or space discounts and they are not actually earned, settlement must be made on short term basis. Any deviation shall constitute a violation of this Code.

"4. Records: Failure to maintain records or wilfully maintaining or issuing an inaccurate or false record of circulation or of advertising shall constitute a violation of this Code.

"Where, however, the cost of fulfilling term and/or space agreements for advertising entered into prior to July 1, 1933, are unduly increased by the acceptance of this Code and the codes of allied industries under the National Industrial Recovery Act, it is equitable and promotive of the purposes of the Act that proper adjustments of such agreements be made by mutual consent between the parties thereto, or by arbitration, and the Executive Committee of the Institute will assist in effecting such adjustments.

"5. Defamation of Competitors: The defamation of competitors by falsely imputing to them dishonorable conduct, inability to perform contracts, questionable credit standing, or by other false statements or representations, or by false disparagement of the grade or quality of their product, with the purpose of misleading or deceiving purchasers or of injuriously affecting the business of such competitors, shall constitute a violation of this Code."

* * *

The code has received wide approval among periodical publishers

and this approval is deserved applause for those leaders in publishing who have spent many hours preparing a satisfactory code.

* * *

One of the most dramatic developments of the last week centered around the automobile industry. Leaders of that industry announced that they could not agree on a code whereupon General Johnson hopped into an airplane, went to Detroit, and within two hours after his arrival, came away with the approved automobile code in his pocket.

Henry Ford, the only outstanding automobile executive whose company is not a member of the National Automobile Chamber of Commerce, did not sign this code but it was announced that he would sign a code of his own which will probably be acceptable to the Government.

* * *

General Johnson last week wrote the Advertising Federation of America a letter in which he called upon all forms of organized advertising to help carry the battle against depression into every city and hamlet. His letter read as follows:

"The advertising men and women of America are a crucial element in the drive which we are making to 'sell' the National Recovery Act all over the United States. This Administration is looking to your organization to do its early and definite part to carry the battle against depression into every city and hamlet. It is my expectation that advertising will accept this duty and will organize itself on a national scale through existing and also new advertising clubs and associations.

"National prosperity will be accomplished when all American industries find purchasers among those whose wages and incomes have been restored to them through the operations of the Industrial Recovery Act. Advertising must play two important parts, first, in bringing about the purchasing of goods which is the proper reward to those industries which co-operate with us, and secondly, by ask-

ing every employer to sign the President's Reemployment Agreement.

"Every form of advertising can help: Newspapers, magazines and business papers, radio, outdoor publicity and direct-mail advertising—so please organize yourselves for that task now."

This letter should be another spike in the coffin of the idea that in some way or another the Government is against advertising and that the Recovery Act will have a baneful effect on the use of advertising.

Certainly every statement that has come out of Washington has indicated only too clearly that the Government believes in advertising as a force for recovery and is going to call upon advertising in every way possible to help put over the Recovery program.

* * *

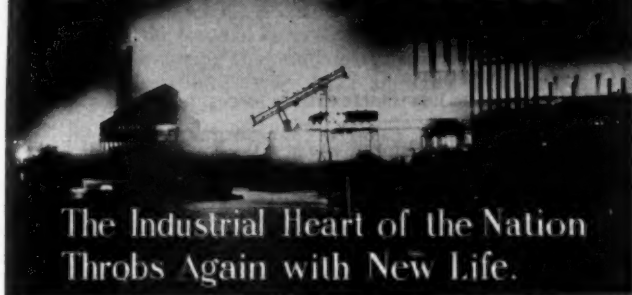
Another heartening indication of returning prosperity is to be found in a preliminary study of the PRINTERS' INK Summary of Magazine Advertising for August. This shows that twenty leading magazines have an increase of 80,955 lines over the same period last year, a pretty definite sign that unless the gloom mongers have their way, advertising is going to have a definite and marked pick-up.

* * *

Three days of last week were spent by leaders in the grocery field in preparing a master code for that industry. Out of this meeting came a suggested master code and the formation of the Grocery Trade Conference Committee. The organizations represented in the meeting were: Retailer-Owned Wholesale Grocers Association, The American-National Wholesale Grocers Association, The National Retail Grocers Association, The National Chain Store Association, The National Voluntary Group, the National Food Brokers Association, and The Associated Grocery Manufacturers of America, Inc.

Paul S. Willis, of the Associated Grocery Manufacturers of America, was elected Chairman.

PITTSBURGH~



The Industrial Heart of the Nation
Throbs Again with New Life.

ONCE again Pittsburgh is the Smoky City! The Giant Mills are belching forth their clouds of smoke by day and their pillars of fire by night, writing in the sky the message, "Prosperity Is Again Coming To Pittsburgh." And the Pay Envelope, the lifeblood of commerce, is again coursing through the marts of trade.



**When Pittsburghers earn they spend
... because they maintain a self-
respecting standard of living.**



In Pittsburgh the Sun-Telegraph is the newspaper for the masses and the classes. . . . Its staff of the world's most famous feature writers makes it vibrant with life and interest; its complete coverage of local and all the world's worthwhile news make it an indispensable family medium for those who seek to keep abreast of the times. . . . And the advertiser, seeking to appeal to ALL members of the family, will place upon the Pittsburgh SUN-TELEGRAPH the responsibility of effectively carrying his message to the home.

The Pittsburgh Sun-Telegraph

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

They Made *Even* GALILEO Say That the Earth STANDS STILL!

EVERY age has its irresistible forces meeting its immovable objects.

From some tiny manger, a voice sweeps all before it. Only to crush itself against a ponderous Pilate.

Yet history proves that Liberalism IS eventually irresistible; that Tradition is NOT immovable.

Galileo was condemned to a horrible death for claiming that the earth circles around the sun. He won commutation to what amounted to life imprisonment by affirming on bended knee that his claim was false.

(History has it that the great scientist promptly denied his denial—within the safety of his beard!)

Yet, in spite of Galileo's dissembling or the Inquisition's disembowelling, the earth *does* move.

TODAY, within this very enlightened age, the divinity of Man has been debated in a court of law in Tennessee.

Omission of the word "Obey", even now, makes the marriage service into news.

Still faintly echo the gasps that greeted the first cigarette smoking women advertising models.

Yet Man continues to descend; wives persist in their claims to the protection of the Nineteenth Amendment; tobacco shares sneer at steels and rails in reflection of fair-sex support.

MYOPIC safety, the greatest common denominator of the masses, says, "Stick to Tradition."

But in this civilization, as in all that went before it, a smaller group reaches out for the eventualities of Liberalism.

They are the youthful ones among us. Usually they are young in years. Always they are young in mind.

They are the dwellers of the city. Sometimes their homes are far afield; but then, their spirits are within themselves centers of modernity, alertness and sophistication.

Every new scientific theory; every new invention; every

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new product must find the sympathetic bosom of the Liberal. It is he who will first accept it; he who will fight for it against destructive anarchy as well as static reactionary; he who will carry it on past Inquisition, Pilate and Dayton, Tennessee, to the day when it will become, itself, Tradition.

In carrying the torch of Liberalism, the editors of Liberty have the joy of knowing that they are part of an irresistible force that *is* irresistible; rather than an immovable object that is NOT immovable.

Daring to print stories and articles that are part of Mankind's newest thinking, they have gathered about them a two million mass of sympathetic supporters—Liberals all.

While the world at large continues to clutch to itself the well worn ideas of Tradition, Liberty's Liberal group looks ahead into the future.

While the hosts of Man command recantation, two million modern Galileos here clamor to listen to the new voice that finds expression here.

Today, Liberty offers to new authors, to new illustrators, to new crusades, a vehicle to the minds of two million moving spirits. And these spirits *are* moving, for it is through their combined support that Novelty *becomes* Tradition. *They* are the leaders. *They* are the group from which all ideas must filter down to the rest. They, no less, are the market from whom discoverers in the solar systems of commerce must look for their first support.

The advertising pages of Liberty, no less than the editorial pages, are the broad road down which new products may most easily move.

The Liberal market is liberal in receptivity and liberal in spending.

These, the Liberals of America, to whom Liberty is dedicated, may constitute the first phase in the transmutation of your product from a prophet's dream to a profitable Tradition.

HON. ARTHUR R. ROBINSON

U. S. SENATOR FROM INDIANA

Member, Committee on the Judiciary

SENATOR ROBINSON WRITES TO LIBERTY:

"I READ Liberty regularly, and do not believe I have missed a copy during the past year.

"While I do not always agree with the editorials that appear, I read them just the same. They are clear cut, to the point and forthright.

"The magazine runs along the same lines. I think that is one of the reasons I like to read it. Much is said in few words.

"I think your magazine serves a very decided need in the American community."



Audit Bureau for Outdoor Advertising

A TRAFFIC AUDIT BUREAU for outdoor advertising, now takes its place alongside of the Audit Bureau of Circulations and the Controlled Circulation Audit. Its members constitute the representatives of the Association of National Advertisers, Outdoor Advertising Association of America and the American Association of Advertising Agencies who were appointed to review tests conducted during the first six months of this year in twenty-five cities.

These tests submitted to actual working operation a complete set of principles and practices for the collection, evaluation and auditing of outdoor advertising circulation. They are based on an investigation conducted by Dr. Miller McClintock, director of research of the Albert Russel Erskine Bureau for Street Traffic Research of Harvard University.

His study was made under the sponsorship of the A.N.A. and the Outdoor Advertising association. The A.N.A., in 1931, requested the outdoor association to co-operate in conducting studies looking toward a more exact evaluation of outdoor display. This co-operation was immediate. The two associations agreed that the most basic facts required were those regarding circulation.

Dr. McClintock, in accepting the invitation to supervise the study, associated with him Arthur R. Burnet, then secretary of the outdoor committee of the A.N.A. In June, of this year, Dr. Mc-

Clintock reported the results of the field investigations. On the basis of this report the committee decided to expedite and formalize the procedure by approving a set of traffic audit by-laws and by constituting itself as the Traffic Audit Bureau.

The Bureau has requested Dr. McClintock to serve as its auditor. To this end he has organized a Traffic Audit Division in Traffic and Transport Associates, Inc., of which he is technical director and Mr. Burnet is general manager.

The entire program has been approved by the directors of the Outdoor association and, it is understood, several score of outdoor plants are already preparing circulation statements.

Stuart Peabody, of the Borden Company and president of the Association of National Advertisers, is chairman of the Bureau. "Now, for the first time," he says in announcing establishment of the Bureau, "we shall have some control of circulation statements in connection with outdoor displays. That, to me, marks an important milestone in advertising."

Members of the Bureau include: Turner Jones, Coca-Cola Co.; Lucien P. Locke, Ethyl Gasoline Corp.; Robert J. Flood, Gulf Refining Co.; Kerwin H. Fulton, Outdoor Advertising, Inc.; George W. Kleiser, Foster & Kleiser and president of the O.A.A.A.; Henry T. Ewald, Campbell-Ewald Co., and Harrison Atwood, McCann-Erickson, Inc.

Has Machinery Account

The Motch & Merryweather Machinery Company, machinery merchants, has appointed Humphrey, Prentke & Scheel, Inc., Cleveland, to handle its advertising. Business papers and direct mail will be used.

Bank Appoints Trudelle

The Continental Industrial Bank, Cleveland, has placed its advertising account with the Trudelle Advertising Agency, of that city.

William McKee Dead

William McKee, for seven years with the Chicago office of the Crowell Publishing Company as representative of the *Woman's Home Companion*, died at Grand Rapids, Mich. last week. He was thirty-eight years old.

Joins "Woman's World"

Allen Church, formerly with the Chicago office of the Capper Publications, has been appointed Western manager, at Chicago, of *Woman's World*.

Capper Bill and Advertising of Medicines and Cosmetics

In Which We Review Pending Legislation at the Request of a Reader

MATTESON-FOGARTY-JORDAN
COMPANY
CHICAGO, ILL.

Editor of PRINTERS' INK:

I am desirous of obtaining information as to any change in the present advertising procedure on the subject of proprietary medicines.

I understand the Capper Bill has been laid on the shelf for the time being. Is this correct?

Has the Administration's new Pure Food and Drugs Act been enacted or is that held up as well?

N. B. LANGWORTHY.

ON May 8, Senator Arthur Capper introduced into the United States Senate a bill "to prohibit untrue, deceptive or misleading advertising through the use of the mails or in Interstate or in foreign commerce." His bill (S 1592) is the PRINTERS' INK Model Statute which is now in force in twenty-five States. As introduced, the PRINTERS' INK statute contains slight changes in phraseology to make it applicable to Federal purposes.

It was referred to the Senate Committee on Interstate Commerce and will come up for consideration at the forthcoming session of Congress.

Senator Capper's measure has been endorsed by the Newspaper Advertising Executives Association, the Industrial Advertisers Association, the Pacific Coast Advertising Clubs and the Advertising Affiliation, a number of local clubs and the Agricultural Publishers Association. The Advertising Federation of America at its Grand Rapids meeting adopted a resolution favoring the bill in principle but not mentioning it by name.

Thus, answering Mr. Langworthy's question, the Capper Bill is not "on the shelf for the time being."

Answering his second question,

the Food and Drug Administration's bill for revising the Food and Drugs Act has not been enacted. It was introduced by Senator Copeland of New York during the closing days of Congress under the designation: "A bill to prevent the manufacture, shipment and sale of adulterated or misbranded foods, drugs and cosmetics and to regulate the traffic therein; to prevent the false advertisement of foods, drugs and cosmetics and for other purposes."

The bill was prepared under the general direction of Professor Rexford Tugwell, Assistant Secretary of Agriculture. The original intention was to have it introduced simultaneously by Senator Smith, chairman of the Committee on Agriculture and Forestry and by Congressman Jones, chairman of the House Committee on Agriculture. It was then to be referred to those committees for consideration.

The bill was in the hands of the two chairmen for more than a week. Finally Senator Copeland agreed to be its sponsor. After being introduced, however, it was submitted to the Senate Committee on Interstate Commerce instead of to the Committee on Agriculture and Forestry as first intended.

We do not know the reasons for the delay and for the switching of the plan.

Considerable Objection to Tugwell Bill

Naturally enough, the bill aroused no end of comment in the industries involved. Considerable objection to it has been voiced. PRINTERS' INK has received numerous letters on the subject including one during the last week from an official of a large and reputable organization manufacturing poultry and stock remedies. He has made a complete analysis of the bill and in view of Mr. Langworthy's interest in "any change in the present adver-

CHAMPIONS



**In All the
World Only
One 10-Goal
Poloist!**

To Tommy Hitchcock polo comes natural. His father played America's first polo national team in 1880. His mother taught him to ride, balance, swing. At 16 he was proudly displaying battle-won cups. Today he is every inch a Champion!

only Liv...
ould Sup...
alk of the...
argest D...

Another Champion

The Los Angeles Examiner! We point an instance in proof: P. T. M. Formula, advertised in The Examiner in small space, is also advertised in Los Angeles, three other newspapers. The product sells for \$1.00. Sales are direct to consumers, and checkup is simple. Here's the record:

PAPERS	INQUIRY COSTS	SALES COST
EXAMINER	.19	.60
2nd Paper	.63	2.21
3rd Paper	.65	1.00
4th Paper	1.06	4.54

Need we say more to clinch the claim of Champion?

LOS ANGELES EXAMINER

The Largest Home Delivered Circulation in Southern California

NATIONALLY REPRESENTED BY

New York
Chicago

Rochester
Detroit

Cleveland
Philadelphia

The Lat

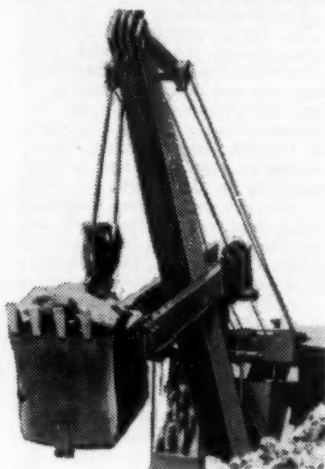
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N FOUNDATIONS!

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Only Living Rock
ould Support the
alk of the World's
argest Dam!



ion Another Foundation:

instance the San Francisco Examiner — foundation of successful
e Examiner advertising campaigns in Northern California!

Angeles San Francisco, focal point and distributing center for
lls for the rich Northern California market offers a true baro-
is simple meter of business conditions in this lucrative territory.
n June, Cargo Tonnage over San Francisco Harbor
increased 12% over the same month last year . . .
LES COST Postal Receipts were up 18% . . . Bank Debits in-
reased 4% . . . New Car Sales jumped 44%!

2.21 Start BUILDING in this market! Make the San
1.00 Francisco Examiner your FOUNDATION!

4.54 Ask any Boone Man to tell you how, through using the
champion Examiner as a base, you can best cover the ENTIRE San Francisco-
Northern California market at minimum cost!

INESAN FRANCISCO EXAMINER

California The Largest Home Delivered Circulation in Northern California

ENTED RODNEY E. BOONE ORGANIZATION

Cleveland Atlanta Seattle Los Angeles
Boston Philadelphia San Francisco

tising procedure on the subject of proprietary medicines" we think it interesting to reproduce a portion of his letter here.

The manufacturer says in part:

"1. The Secretary of Agriculture, through the Food and Drug Administration, could immediately wipe out and destroy a number of legitimate businesses that are doing an immense volume; he could do this by merely issuing his direction or regulation and without appealing to the courts. I refer to concerns putting out medicated gums, candies, breakfast foods and the like. They could be closed out within a few weeks, their business in these products absolutely gone.

"2. Probably most manufacturers of foods, drugs and cosmetics would be compelled (by rigorous enforcement of the licensing and inspection provision, Secs. 12 and 13,) 'voluntary' to apply for the Department's 'Voluntary Inspection Service.' By this the control and, to a deplorable extent, the management of their plants would pass out of their hands and over to the Food and Drug Administration, to be exercised by 'supervisory inspectors' of the Department. In addition to paying their full share of taxes, these concerns would be obliged, *by fees fixed by the Department*, to support and maintain this immense political army of 'supervisors.'

The Power of "License"

"3. The Secretary could promptly put any manufacturers of foods, drugs or cosmetics under a license—i.e., prevent any individual manufacturers or any class of them from continuing operation unless they accept his license or permit. To get the license, a concern must accept *any conditions* the Department sees fit to lay down regarding plant, personnel, equipment, working conditions, formulæ and operation. Then if any condition of the permit is violated the Secretary can 'immediately' suspend the license without warning, hearing or going into court, by simply notifying the manufacturer that his license has been suspended; after suspension

of his license the manufacturer cannot ship one package of his product without subjecting himself to punishment by penitentiary sentence up to three years and fine up to \$10,000 for each shipment.

"4. There could be no information withheld from the Department. Its inspectors, as a practical matter, would be able to come into the plants and examine any documents, formulæ and the like and inspect any parts of the premises and any operations they see fit. Any interference with this would be grounds for immediate suspension, without notice, of the manufacturer's license to do business.

The Formulæ Provision

"5. There could no longer be any secret formulæ. Every active ingredient and its percentage must be stated on the label of every product. This provision is alone capable of almost ruining the package medicine industry.

"6. There would be altogether too great risks of violating the law imposed upon the manufacturers, publishers, radio stations and advertising agencies. No criminal intent, or intention or knowledge need be shown to obtain conviction. If a manufacturer honestly made a mistake in statements on labels, labeling or in any advertising, even after adequate investigation, or if he guesses wrong, he would be just as guilty as if he intentionally or knowingly made misstatements, and he, his advertising agent and the publishers or broadcasters who had disseminated the advertisement could be thrown into jail and heavily fined. Every word that might imply requirements for knowledge or intention has been omitted from the bill. And to violate the law the manufacturer need not make an explicit misstatement or misrepresentation; he would be guilty if even 'by ambiguity or inference' (implication) he creates even a misleading 'impression' regarding the product in his labeling *or in any advertising*.

"7. The penalties are altogether too harsh: For a first and unintentional violation regarding prod-

uct, labeling or advertising, imprisonment for not more than one year or fine from \$100 to \$1,000 or both; for a second and each subsequent unintentional violation, imprisonment for not more than two years or fine from \$500 to \$3,000 or both; for each wilful or intentional violation he must be imprisoned for six months to three years or fined from \$1,000 to \$10,000, or both.

"8. The bill authorizes the existing 'legal blackmail' by which the Department distributes at the public expense and all over the country reports and bulletins which are frequently very damaging to products named or referred to; under the bill the Secretary can publish any 'such information regarding any food, drug or cosmetic as he deems necessary in the interests of public health and for the protection of the consumer against fraud.' This can be done without any conviction, hearing or opportunity for defense.

"9. The bill subjects every publisher and advertising agency to its penalties unless 'on request of an officer or employee designated by the Secretary, he furnishes the name and post office address of the person who contracted for or caused him to disseminate such advertisement.' Probably publishers would not normally be criminally prosecuted under the law but, whenever the Department wanted to punish a particular publisher it could do so by simply not requesting the information. Probably the worst effect it would have would be to tend to make the press too subservient to the Food and Drug Administration. I don't believe most publishers or their trade associa-

tions have appreciated this. By its propaganda material the Food and Drug Administration has deliberately fostered the idea that neither publishers nor advertising agencies could be prosecuted unless they withheld information regarding the identity of advertisers.

"10. I think one of the most serious criticisms to which the bill is subject is that its enactment would result in a multitude of bureaucratic inspectors and supervisors living like parasites and constituting an undesirable and dangerous political army; that it would result in building up a powerful, sinister machine so that the Chief of the Food, Drug and Cosmetic Control could dispense an immense amount of political patronage and could so control the destinies of the individual concerns within the operation of the law that they could hardly decline requests for 'voluntary' campaign donations to help keep in power the political party represented by the Secretary of Agriculture."

It seems to be the consensus of opinion that the Capper Bill affords a simpler and more forceful means of regulating the advertising of foods, drugs and cosmetics. It applies to all advertising and its language is simple and direct.

In a word, if an advertiser is guilty of utilizing untrue, deceptive or misleading advertising knowingly or otherwise, he faces a jail sentence, a stiff fine or both.

It has been suggested that the Food and Drug Administration agree to the substitution of the Capper Bill for the portion of the proposed new Food and Drugs Act relating to advertising.—[Ed. PRINTERS' INK.

Buy "Drug Bulletin"

J. D. Spurrier has purchased *Drug Bulletin*, Chicago, and has moved the publication to Cleveland. He was formerly assistant to the president of Frederick Stearns & Company, Detroit, and since 1930 has been a merchandising counselor to drug organizations.

Hyde Leaves Ayer

Gordon E. Hyde has resigned as account executive with the New York office of N. W. Ayer & Son, Inc.

Joins Investment Firm

Joseph W. Cannon, Jr., for nine years Western advertising manager of the *Plumbing and Heating Trade Journal*, has become associated with Pfaff and Hugel, Chicago investment securities firm.

Gets Filter Account

Oliver United Filters, Inc., New York, has appointed Alan Bridgman Sanger, of that city, as advertising counsel.

WOMEN . . . FOUR FOR A PENNY HUSBANDS FREE!

THIS is a serious flight into fancy mathematics for tough executives who spend money on advertising.

Out of every 100 women, exactly 100 women do a lot of buying for themselves and for their families. And exactly 100 husbands frequently use the phrase "What did you buy that for?" with the result that what women buy turns out to be a happy combination of what they like *plus* what some male is going to think about it.

It isn't enough to convince the mythical woman who does 85% of the buying in retail stores. As an advertiser, you must also convince the masculine shadow that inhabits her mind's eye as she stands at the counter. Is your

product the ultimate word in style? Tell him too, that he may complement her on her purchase. Is your product better in quality? Lower in price? Tell him, and rest assured that he will remind her.

What about "women four for a penny"? Simply this. It is one way of figuring the cost of telling your story in Redbook. Divide approximately 650,000 subscribers into \$1,560 a page, and see for yourself. And we're especially mod-



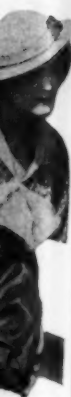
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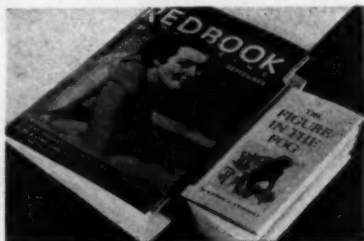
ENNY



est when we let it go at that. For every thousand copies of Redbook are read by 1480 women and 1420 men — nearly three readers per copy.

You say you don't want to pay extra for male circulation? You don't have to! It costs you 30% less to reach both sides of the family in Redbook, than it costs to reach women alone in one-sex magazines. Even if it didn't help to have men read your advertising (an unlikely situation) it would still cost less to reach women alone in Redbook.

NOW A BOOK-LENGTH NOVEL, a \$2.00 bookstore value, is printed complete in every issue of Redbook, in addition to the regular contents. Result? *More* interest in Redbook, *more* readers for your message, plus the long life for your advertisement that only a monthly magazine can give. Redbook Magazine, 230 Park Avenue, New York City.



BEHIND EVERY WOMAN WHO BUYS

Creation of Fad Jumps Production 50 Per Cent

Dennison Lifts Crepe Paper Sales by Fostering the Making of Hats from That Material

DURING the last year the demand for crepe paper has shown a tendency to fall off considerably. In the home it is generally used for party decorations and craft work and women have been inclined to save their pennies when it came to buying products of this kind.

The Dennison Manufacturing Company, feeling the necessity for finding something to make the sales curve of crepe paper jump, has introduced an interesting merchandising plan based upon a new use for the product.

"All through the depression," says W. H. Leahy, advertising manager of the company, "certain of our best dealers discovered that crepe paper had great possibilities as a profit maker, if they could but furnish the urge to the average woman to use the material. It is colorful, attractive, easily manipulated, and has a thousand different uses.

"We had been furnishing educational literature for years, and these progressive dealers had been cashing in on it—but the rank and file of our dealers sold crepe paper only and not the use of it, with the

result that the demand was steady but not great.

"Our problem was to jolt our thousands of dealers throughout the country—to get them to realize that crepe paper could be sold in volume, profitably, during a period of low business activity.

"In March of this year, our Craft Studio prepared a set of about six crocheted crepe paper hats, sending a set each to our laboratory stores located in New York, Chicago, Philadelphia, and Boston.

"Three of the stores reported more than a passing interest in the hats, and we then decided to conduct a test promotion in our New York store, which consisted of a large window display devoted exclusively to crepe paper hats, a free instruction class, and some inexpensive instruction literature. Within three days, we were unable to accommodate all the requests for free instruction. This plan was extended promptly to our stores in the three other cities, where the response was as spontaneous.

"With the best season for crocheted hats upon us, there was



An attractive window display built around the new Crepe Paper Hats

need for immediate action. It was the first real opportunity that we had in fifteen months to offer our retail dealers a craft idea that offered great promise, and at that time the dealer's enthusiasm for general business conditions was not at a very high level.

"Above all, the dealers had to be sold on the idea, and a few weeks would mean the difference between the success and failure of the plan. Anything in the nature of a national advertising campaign in the women's magazines was out of the question, as forms had closed far too early to enable us to make any representative group of publications. We could not offer the dealer national magazine advertising support, and so we turned to newspaper advertising as the quickest bet for promoting this new fad. Response to this newspaper advertising was far beyond our expectations.

"We arranged immediately for a series of demonstrations in leading department stores and in larger stationery stores, using a group of Dennison instructors from our own stores.

"Within forty-eight hours from the time we decided to promote the fad, every one of our dealers was sent a letter, outlining briefly the idea and the gratifying acceptance by the public of our tests. The letter also included photographs of the six styles of hats, together with instructions.

"We told each dealer that we could furnish him with a window display card, window streamers, instruction circulars, newspaper mats, a set of photographs, a news poster service of motion picture stars wearing the hats, and a specially prepared course on merchandising and selling the idea to the public.

"Since the whole plan was outlined in the course of a few hours, it was necessary to prepare the material quickly and to run the general promotional plan in detail in the current edition of our dealer house magazine 'What Next?'

"Before we were able to get the edition into the mails the following week, there was a steadily in-

**FREE! How to make
this HAT for 15c**



Joan Blondell,
star of the
Warner picture,
"Gold Diggers
of 1933," wear-
ing a hand croch-
eted hat of
Dennison Crepe.

**- also free directions
for 6 other styles - SEND COUPON**

Yes, that's all it costs, for you can easily and quickly crochet this hat or any one of six other styles from one fold of the new

Denison Crepe, where you can see finished samples and get personal instructions from expert demonstrators this week.

DENNISON'S, Dept. F-234

230 Fifth Avenue, New York, N. Y.

Please send me FREE your simple, easy directions for making the smart new crocheted hats of Dennison Crepe.

Name

Street

City State

Dennison's

**Mats are supplied dealers for this type
of newspaper advertising**

creasing flow of letters and telegrams from our dealers for the necessary promotional material, and window displays were going into dealers' stores with great rapidity. Spreading rapidly from East to West, glowing satisfactory reports came in from dealers. Society folk grabbed the idea. Fashion pages and society pages carried illustrations and articles on who was crocheting a crepe paper hat, with the result that 90 per cent of our dealers were push-

ing crepe paper hats in window displays, store demonstrations, newspaper advertising, and radio."

In introducing the campaign, the first step was the following letter signed by Henry S. Dennison, president of the company:

It's a long time since I have been as enthusiastic about a Dennison development as I am right now about the new crocheted paper hats made of crepe paper, which have just begun to assume the proportions of a fad in the towns and cities where they have been introduced.

The idea started in New York. Naturally we were interested, and we put a hat window in our Fifth Avenue Store about two weeks ago. There were four or five of the most popular styles attractively displayed on forms. The sign in the window said you could make a fine crocheted hat at an expenditure of 15 cents for the paper, plus whatever ribbons and accessories you wanted to use. The first day we taught thirty-seven, the second day sixty-eight, and before the week was over we were averaging over 100 interested customers a day.

We have just sent word about the hats to 20,000 women all over the United States and Canada who have been Dennison crepe paper enthusiasts for years, and the way the replies are coming back convinces us that a real fad may be in the making.

If our salesman calling upon you has not yet been able to reach you with this story of the hat development, I wish you would get in touch with the regional sales office for your locality, and ask them for more complete information.

* * *

Howell to Direct Sales of New Diesel Engine

J. H. Howell has been appointed sales and advertising manager of the American Diesel Engine Company, Oakland, Calif. He will have charge of the marketing of a new Diesel, designed for use in trucks, and for marine and agricultural uses. Mr. Howell, since 1926, has been with the general sales staff of the Caterpillar Tractor Company, previous to that being assistant sales manager of that company's Western division.

This was followed up almost immediately by the spring issue of "What Next?" which explained the promotion plan in detail.

This was followed by dealer promotional material which consisted of the following:

a. A small window and counter card.

b. Window streamers illustrating the six most popular styles.

c. Complete mats for dealers' own newspaper advertising.

d. Radio talks for dealers' use.

e. Set of photographs of hats.

f. Merchandising and sales plan.

g. Attractively illustrated instruction circulars.

To serve thousands of women who were receiving the Dennison-craft service, a letter was sent telling them how they could capitalize the new fad.

For use in dealers' windows the company sent out a bi-weekly poster service which showed crepe hats being worn by nationally known movie stars. In addition to this, there was prepared a special edition of "What Next?" devoted exclusively to hats in announcing complete new promotional material to meet the style swing from spring to summer hats.

As the backbone for all of this material was the company's newspaper advertising which also featured movie stars and carried a coupon which offered to send free simple, easy directions for making the crocheted hats. So far as results are concerned, within two weeks after the advertising campaign started, crepe paper production jumped 50 per cent and Mr. Leahy says that the hats made the major contribution to this increase.

Takes Over Erskine Copper

The Chase Brass & Copper Company, Waterbury, Conn., which has been manufacturing several items for the Erskine Copper Radiator Corporation, New York, has taken over this business and now will handle its sales as well.

James D. Erskine, who has been president of the Erskine company, will have charge of sales of the Erskine division in the East.

The Tuthill Advertising Agency, Inc., New York, will continue to handle the advertising of this division.

THE STUYVESANT GROUP

The first market for QUALITY SALES

In the quality market, many dealers have stocked fine merchandise in anticipation of a rise in prices. The problem of the manufacturer is to stimulate sales so the channels of distribution shall be clear for further orders.

The Stuyvesant Group is an effective vehicle for manufacturers and retailers who want to spend their advertising dollars in a market where the wealth of the clientele, and the eagerness to purchase, are assured.

Concerns impressive in name and number have selected The Stuyvesant Group as the base of their fall and winter campaigns.

Harper's Bazaar—supreme in fashions.

Town & Country—distinguished as a recorder of American society.

Home & Field—the news magazine of the smart home . . . these magazines, combined in The Stuyvesant Group, form the primary and complete class market.

The Stuyvesant clientele of 160,000 (ABC) select families not only represents purchasing power, it also represents the appreciation of fine merchandise—and an eagerness to acquire new products of grace and distinction.

In addition to these advantages The Stuyvesant Group offers group discounts as high as 25 per cent.

LAURENCE A. WEAVER,
Director, Group Sales

THE STUYVESANT GROUP

572 MADISON AVENUE
NEW YORK

PORT ARTHUR



● 1904-05. Russia holds Port Arthur, prize of the Pacific—a seaport free of ice, the real gateway to the mainland... Japan wants this port... her future as a naval power depends on it. She concentrates her forces on this *key objective*. February 8, 1904 sees the Japanese under Togo meet the Russian fleet... May 1, the investment of the fort... and January 2—after seven months of siege—the surrender of Port Arthur itself... and Japanese supremacy in the Pacific...

● The American family of 1933 is different. It's *united*—more than at any time since covered-wagon days... This newly united family plays together, works together, plans together—and makes its important pur-

chases as a resolutely co-

The strategists must go before this "family"!... he so frequently THE A MAGAZINE has adver-

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BATTLE OF 1933



I SEE THE AMERICAN MAGAZINE HAS A LARGE SHARE OF OUR APPROPRIATION.

WE BELIEVE THAT IS GOOD STRATEGY. IT REACHES ALL BUYING FACTORS IN THE FAMILY.

● The economic battle of 1933 demands strategists as purposeful, as tenacious as the Japanese at Port Arthur...Men with vision to recognize their *key objective*...Men with intensity of purpose to *concentrate* their attack. Advertising buyers this year recognize the *American family* as their key objective...And they're concentrating their advertising appropriations in media which reach this unit. The American Magazine has been proved to have the largest number of readers per home.

a family council." strategists must get his story his "facil"!...That's why frequent THE AMERICAN MAGAZINE has advertising list!

Here, under one cover, the interests of the entire family—mother, father, sons, daughters—1,800,000 family groups—are met.

The topics in which the interests of each and every member of the family are cen-

SEE NEXT PAGE

(Continued from preceding page)

tered are the topics which vitally concern THE AMERICAN MAGAZINE.

And the 1933 strategists who "put THE AMERICAN MAGAZINE first" are getting a full dollar's value for every dollar they spend. They have learned the economy, the efficiency of concentrating their attack in the medium which reaches the family as a group.

**PUT THE AMERICAN MAGAZINE
FIRST**

1933 business strategists have arrived at two definite conclusions on present-day advertising:

- 1 The most profitable medium on any advertising list is that one which is most widely read by *the whole family*—father, mother, sons and daughters.
- 2 The American Magazine is more thoroughly read by all members of the family than any other magazine published.*

*Proved by scores of independent investigations. Data available on request.

The **American Magazine**
First with all the family

THE CROWELL PUBLISHING COMPANY...NEW YORK

National Advertiser and N R A

As the Campaign Progresses under the Sign of the Blue Eagle, Basic Social Changes Loom

By Roy Dickinson

THE task of arousing the public opinion of the United States for the largest national objective since the war, moved so fast last week that things happened almost too quickly to suit some of those who always want to go slowly. The provisions of the blanket code which frightened some manufacturers were, as a matter of fact, partly suggested by industry itself.

It is well to point out that the blanket code is not actually a code at all, but a voluntary agreement designed to arouse public opinion and put it back of the symbol which typifies the code, called by the irreverent, The Blue Hawk, actually a blue eagle.

One of the reasons for the ready-made voluntary agreement for business men was to hurry in application for the codes under which individual businesses and industries are able to get special consideration for special problems. There is one step to come yet. "For all trades or industries which have not submitted codes by September 1, the President will begin to hold hearings under Section 3D as fast as proper notice can be given and hearings arranged."

That particular section of the Recovery Act gives the President full power to prescribe codes whether an industry likes them or not. In other words, the blanket code is a call for volunteers and beyond that lies the draft. There is no punishment, no compulsion in the voluntary's blanket agreement; no more than there was to make a person buy a Liberty Loan Bond during the war or put up a sign that they were saving sugar, while the men were at the front.

Manufacturers who watched the production curves go way ahead of purchasing power curves were just as sure as the Government that there was immediate necessity for increasing purchasing power

quickly unless the first beginnings of the upturn were to be sunk again.

One reason they gave their full assent to a blanket voluntary agreement to bring everyone in line was this. They knew as well as the rest that payrolls were not increasing fast enough to absorb the increased production of goods. They knew of cases where factories were running night and day, selling department stores and other retailers a year's supply of certain gyp products in advance. They saw nothing but trouble ahead for such an arrangement.

They also realized that the critics of the present plan to raise wages in order to increase purchasing power, who said it had been tried before and didn't work, were not being fair with themselves. The only way purchasing power can be increased by increasing wages, is when everyone does it.

When the "Gyp" Had His Field Day

When big industrialists were called to the White House after the initial collapse in 1929, the big men were willing to do their part to hold up wages. They were immediately put up against the competition of the gyp competitors who *didn't* go to the White House, who saw an opportunity to undersell the big competitor who made a good product and put his name on it. That was the time that the fly-by-night, the gyp and the sweat-shop owners had their field day. It lasted entirely too long.

One of the curious things is that now some of the very people who cried aloud to the Government for help against the gyp, are complaining bitterly that their labor costs may be increased because of the blanket voluntary agreement. As a matter of fact, labor is only one

element in the manufacture of goods and if everybody's labor costs are slightly increased by the same proportion, nobody is going to be put at the disadvantage they were before.

That would have been the situation again if single, great industries, such as the cotton industry, had adopted a code, had it approved and then tried to hold out while their competitors were dilly-dallying. A blanket code gives no one an advantage over anyone else. That is why the temporary blanket voluntary agreement is a solution pending the time that every industry will have a code by which it regulates itself from within, under Government supervision.

Non-Co-operators Will Be Uncomfortable

As the millions of voluntary agreements go out, as The Blue Eagle starts to make his appearance on windows and on merchandise as a sort of a sub trade-mark, manufacturers who refuse to co-operate are going to be made to feel uncomfortable to say the least. Instead of holding back the formulation and presentation of industry codes, the blanket voluntary agreement should have the effect of speeding them up. Business men will all prefer to work under some sort of an agreement with other leaders in their industry in a code which takes account of their own particular problems and gives them a way of getting a hearing.

The basic reason for all the propaganda, the statement by the President that the Nation cannot exist, "half boom and half broke," lay in the lagging figures of retail sales. Charts showed the inability of a country which contains millions of unemployed men and others on low wages, to buy the products of the factories which were working overtime with fewer men than ever before, doing more work and working longer hours.

It is true that consumer's products such as food, shoes, clothes, vacuum cleaners and the like are holding their own fairly well because of their necessity. A great trouble has been that railroads

were not buying equipment and all sorts of construction was falling behind its normal rate, and that without the demand for steel products in construction a large proportion of the workers of the United States are left without occupation. So far in the steel line the largest increases are those in the lighter grades, such as automobiles.

The coming Government public works program is designed to pull this great industry out, and by stimulating public works to pay out wages for products which do not immediately have to be consumed. For it is obvious that if wages are raised only in consumer's goods, where farmers, white collar workers and wage earners have to reabsorb them, enough wages will not be paid out to take up the constantly increasing flood as factories get back into production with improved machinery and a keyed-up production force.

It is well to consider again that "half boom and half broke" statement in the President's speech. It appears, and this is reiterated by people close to the Administration, that the days of tremendous and unlimited profits, plowed back into more production, are past. The time when every dollar of added corporation profits goes to the stockholders of that industry, are not coming again immediately. From now on a larger proportion than before is going to go to the wage earner just as a larger proportion of the final selling price on his product is going to go back into the farmer's hands.

Double-Barreled Legislation

The Recovery Act and the Farm Act seem to be a definitely designed double-barreled piece of legislation, backed by public opinion, to redistribute the national income, seeing that more of it gets into the hands of the purchasers of consumer goods.

This latest attempt at real team work under a democratic form of Government thus has as its final objective a *broader base of effective demand* for the goods which

our factories and farms can turn out in such super-abundance. It is a conscious and deliberate attempt to raise the average national income from the less than \$1,400 it was in the big so-called over-spending year of 1929. It is a conscious attempt to prove to the men who rule the banking institutions and the great corporations in this country, that they themselves will be far better off and build upon a far sounder basis of prosperity, if they get smaller profits but steadier profits.

This is going to have a far-reaching effect upon sales-planning, production and advertising. It offers to the great national advertiser a bigger opportunity than he ever had before. By the very nature of his business he is closer to the public than other manufacturers. He has to know better than the manufacturer who sells to a few big outlets the wants and needs, the changing buying habits of the consumer.

He has always known that buyers have before them as the goal of their desires definite, tangible objects, almost always trade-marked advertised objects, a better bathroom, better shoes for the children, a new vacuum cleaner to make the wife's work easier, an automobile to take them out in the country on the hot days.

Charles H. Congdon Dead

Charles H. Congdon, secretary-treasurer of the Brockway Company and publisher of the Watertown, N. Y., *Times*, died this week at Watertown. He was sixty-two years old.

Mr. Congdon's career as a publisher began in 1901 with the Geneva *Courier*. Later he was vice-president and advertising manager of the Geneva *Times*. He joined the Watertown *Times* in 1908 as manager.

Mr. Congdon had been president of the New York Associated Dailies, president of the New York State Circulation Managers Association and secretary of the New York State Publishers Association.

L. V. Hohl with J. I. Arnold

Lewis V. Hohl has joined the J. L. Arnold Company, Inc., New York, advertising service organization, as vice-president and sales manager. For the last three years he has been with *Sales Management*. He previously was with the *PRINTERS' INK* Publications.

The makers of such products, the national advertisers of America, have always shown a willingness to make more earnest effort to analyze markets more carefully, to control sales more sanely, to cut costs, eliminate waste, to link their advertising more closely to production and to co-operate with other leaders in industry who have the same general objective. They will then be able to pay out wages sufficient to buy back the merchandise that they trade-mark and advertise.

They have never been able to do this with the chiseler, the maker of the unbranded, unnamed products continually yelping at their heels, and stealing their markets with shoddy merchandise giving no satisfaction and with no mark on it by which the buyer who had been stuck could go back and ask to have his money returned.

The national advertisers, who realize more clearly than other manufacturers that the day for a new type of management has arrived, that the old orthodox and conservative policies were tried and failed dismally, who know surely now that depressions do not cure themselves, that the greatest sins of the spirit are fear, indecision and inaction, are now going to move ahead to take their place as the real industrial leaders of tomorrow.

Todd Combines Sales Forces

The Todd Company, Rochester, N. Y., has consolidated the two sales organizations which have represented it in the commercial and bank fields. Bank checks, pass books, and check covers and other bank stationery supplies formerly were sold by one group of salesmen while Protectographs and other commercial stationery supplies were sold by another group. A field management, consisting of forty zone division managers, working under the supervision of twenty-six zone managers, has been organized to supervise the new plan.

H. B. Holtz Joins "Vogue"

H. B. Holtz, for thirteen years with *The Dry Goods Economist*, has joined the advertising staff of *Vogue*, New York.

White Tar to B. B. D. & O.

The White Tar Company, Kearny, N. J., has appointed Hatten, Barton, Durstine & Osborn, Inc., as its advertising agency.


Draught Beer Tells Its Story

MOST of the beer advertising which has appeared since the famous day in April when the old beverage came back, has been building acceptance for bottled beer. The bottle has become an essential part of most brewers' copy.

One old brewing concern, the Joseph Hensler Brewing Company of Newark, producer of a famous draught beer in the old days, is now setting a new note for many local brewers in advertising such a seemingly unbranded product as draught beer in the face of branded competition.

The present Hensler advertising announces the return of their beer by August 1. It is appearing in local New Jersey newspapers as shown in the accompanying reproduction of the first pre-announcement copy. Here is an instance of beer going after the appetite appeal by showing the product actually being served (could it be an old-time bar?) in such a manner as to imply not only quality but skill and service, taste and coolness.

This product, without benefit of



IT WON'T BE LONG NOW

HENSLER'S POPULAR BEER

NEWS FLASH: Hensler's Popular Beer will be back August first — on draught! Served by the Hensler family as three generations of the Hensler family have brewed it... as always. Joseph Hensler Brewing Company, 73 Wilson Ave., Newark, New Jersey... Telephone Mitchell 3-3900.

ASK FOR HENSLER'S

bottle is wasting no time in going after brand allegiance fast. The somewhat overworked "old-time" theme is rather soft-pedaled in the Hensler copy, although there have been three generations of the same family in the same brewery.

McNevin with Redfield-Coupe

John J. McNevin, formerly with *Mill Supplies*, has joined the staff of Redfield-Coupe, Inc., New York advertising agency, as vice-president in charge of its industrial marketing and distribution department.

Appoints Keelor & Stites

The Thistle Greetings, Cincinnati, manufacturers of greeting cards and gift wrappings, have appointed The Keelor & Stites Company, of that city, as advertising counsel.

Chicago Women Play Golf

A golf and bridge tournament is planned by the Women's Advertising Club of Chicago to take place at the Medinah Country Club on August 12.

To Start Own Service

Lewis Pringle has withdrawn as a partner in the advertising agency of Pringle and Barry, Fort Smith, Ark., and will start his own advertising service at Salina, Kans. James Barry will continue the Fort Smith business under the name of Pringle and Barry.

G. I. Reid with Dorland

George I. Reid, formerly advertising manager of *American Travel Agents Magazine*, and most recently associated with W. W. Constantine, publishers' representative, is now with Dorland International, Inc., New York.

Joins Root Agency

Dr. Ted Christian has joined the Root Advertising Agency, Chicago, where he will serve professional accounts.

Old-Time Appropriation Methods Are on the Wane

A.N.A. Analysis of Advertising Budgets Shows That Manufacturers Are Looking Toward the Future

THAT the old-fashioned method of determining the advertising appropriation on a basis of a fixed percentage of sales for the previous year is pretty well on the way out is indicated in a report just issued by the Association of National Advertisers, Inc. The name of this report is, "An Analysis of 285 National Advertising Budgets, 1932-1933."

In one of the most interesting parts of the report a comparison is made of budgets for 1929, 1930, 1932 and 1933.

This uncovers the following facts about the basis upon which budgets are determined: In 1930, 37 per cent of the companies reporting said that their basis was the estimated amount needed for an adequate campaign. In 1933 this figure has jumped to 49.8 per cent. On the other hand, whereas 14 per cent in 1930 based their budget on a fixed percentage of sales for the previous year, in 1933 only 9.3 per cent used the same method. This year 31.2 per cent of the companies used a fixed percentage of estimated sales for the future year as their basis against only 13 per cent in 1930.

For a number of years PRINTERS' INK has contended that the "fixed percentage of previous sales" method was antiquated and insufficient for modern business needs. It is gratifying to all progressive advertisers to see the shift that has come about in appropriation practices. Of course, a great deal of this shift is due to the inadequacy of the fixed percentage method in the face of recovery conditions.

It is wholly impossible for an advertiser to do an adequate advertising job in a period of recovery if he is looking backward instead of forward. It is probable, indeed, that the lessons learned during the last three years will

have a lasting effect on appropriation procedure. They will demonstrate to the advertiser the soundness of looking into the future rather than into the past and of estimating the appropriation on the job to be done rather than on the job done during the previous year.

Another indication of what depression conditions have done to appropriation methods are the figures that show that many national advertisers are operating today under budgets made up for periods of one, three or six months in advance instead of the twelve-month period usually employed in previous years. In addition, most of the companies which have laid all plans for twelve months ahead have arranged to revise their yearly budgets at periodic intervals.

Advertising Expenditures and Net Sales

An interesting table is that showing the total advertising expenditures in relation to net sales.

Highest in the consumer industries is proprietary medicine, with a 41.67 percentage figure. Lowest, as was to be expected, is financial and insurance where the general average is 1.42 per cent of net sales volume for advertising. Second highest is drugs and toilet articles which is 26.3 per cent and third highest is petroleum products which is 11 per cent.

Among other large industries are automobiles, 4.5; clothing and accessories, 5.09; radio equipment and supplies, 7.25; household electrical appliances, 8.5; grocery products, 7.05; shoes, 3.07; textiles, 3.3.

Among industrial advertisers the highest percentage is for building specialties which is 6.75 per cent. Next is automotive equipment, 4.57 and third, paper and paper products, 3.96.

The report also shows the cost

of administrative expenses of the advertising department in relation to the total advertising appropriation. There, as might be expected, the companies spending the smaller appropriations show the higher administration costs. For instance, proprietary medicines has a percentage figure of 8.5, whereas office equipment and supplies shows 24 per cent.

Some typical percentage figures for administrative expenses are as follows: Agricultural equipment and supplies, 16; automobiles, 6.3; clothing and accessories, 17.5; drugs and toilet articles, 4.3; electrical equipment and supplies, 13.3; radio equipment and supplies, 5.7; heating, air conditioning and refrigeration equipment, 15.3; grocery products (not including coffee and tea), 5; petroleum products, 4.8; shoes, 5.

In the industrial fields, of course, the percentage figure is higher with 24 per cent for machinery and supplies, 22.5 per cent for machine tools, 19.1 per cent for building specialties and 17.8 per cent for paper and paper products.

In the relation of space production costs to the total advertising appropriation, the following percentage figures apply to a number of industries advertising to con-

sumers: Agricultural equipment and supplies, 6.7; automobiles, 3.8; clothing and accessories, 6.7; drugs and toilet articles, 3; proprietary medicines, 1.9; electrical equipment and supplies, 4.3; radio equipment and supplies, 3.6; household electrical appliances, 4.7; heating, air conditioning and refrigeration equipment, 4.8; grocery products (not including coffee and tea), 4.7; petroleum products, 4; shoes, 5.7.

In the industrial field space production costs show the following percentage figures: Building and construction material, 11.1; chemicals and allied products, 8.1; machinery and supplies, 6.6; automotive equipment, 5.5; paper and paper products, 2.5.

This ambitious and thorough analysis of advertising budgets is an excellent collection of statistical data. It prints a number of interesting charts showing the percentage of the total appropriations spent in various mediums by various industries, the media used, and many other interesting figures on appropriation procedure and practice.

The report is being distributed to the membership of the A.N.A. although a limited number of copies are available for non-members at a price of \$10.

To Publish "National Purchasing Agent"

The National Purchasing Agent, a new publication for executive buyers, will be published, beginning with an August issue, by the Rogreen Publications, Inc., 623 East St. Clair Avenue, Cleveland. Page size will be seven by ten inches.

John S. Roney, formerly Cleveland manager of Time, Inc., is president; R. K. Ricker, former vice-president of *The Purchasing Agent*, is advertising manager; Donald D. Hogate is editor-in-chief and Lee Merkel, associate editor.

George B. Howarth is in charge of the Eastern office at Westfield, Mass., and Charles Piersol is in charge of Midwest advertising from the home office.

Appoints Ramsey Agency

The Herman Nelson Company, Moline, Ill., radiators, ventilators, etc., has appointed The L. W. Ramsey Company, Chicago and Davenport, Iowa, as advertising counsel.

Analyzes South Central Atlantic Market Areas

"An Aid for Analyzing Markets in Delaware, Maryland, Virginia, West Virginia and the District of Columbia" has been issued by the Department of Commerce. This bulletin is an interpretation of statistics gathered during the National Census of Distribution. Previous reports in the series have described market characteristics of Missouri, Connecticut, Ohio, Illinois, Michigan, Pennsylvania, the New England section and the Pacific Southwest. Copies of these bulletins are available for 5 cents from the Government Printing Office, Washington, D. C.

Joins Dallas "Times-Herald"

Charles C. Johnson, Jr., has resigned as manager of the creative department of the Maverick-Clarke Litho Company, San Antonio, Tex., to become manager of the service department of the Dallas, Tex., *Times-Herald*.

The Answer:

A CIRCULATION GAIN

OF 11,495

IN 21 DAYS

On July 1st James Hammond, Publisher, announced to the readers of The Commercial Appeal his determination "to make a great newspaper greater." The answer to that pledge is contained in the circulation figures just 21 days later, as follows:

TOTAL DAILY PAID CIRCULATION COMMERCIAL APPEAL 6 DAYS A WEEK

July 1st
109,425

July 21st
120,920

A GAIN OF 11,495

Offering an aggregation of features combined in no other newspaper in America, The Commercial Appeal today gives the national advertiser the highest degree of reader-interest and the greatest coverage in all its 92 years of supremacy. Media Records reiterate there is no substitute for The Commercial Appeal in doing a job of selling in "The South's First Market" or that small part of it confined to "city circulation."

The Commercial Appeal

"South's Greatest Newspaper"

National Representative: The Branham Co.

New York Chicago Dallas Detroit Atlanta St. Louis
Kansas City San Francisco Los Angeles



Owners and Operators of STATION WMC, Radio Market-
master of the Mid-South.



Pershing's AEF required four men in the rear to support every man in the front line. Behind the men in the rear was the whole industrial structure of the U. S., employing millions.

The men BEHIND the front

[ILLUSTRATING HOW PUBLIC CONSTRUCTION INCREASES EMPLOYMENT INSIDE AND OUTSIDE THE INDUSTRY]

In a normal year of construction activity 3,000,000 people are employed in the front lines of construction. But that isn't all. Between 9,000,000 and 12,000,000 more are employed behind the lines in mines, quarries, steel mills, cement plants, forests, equipment and supply plants and transportation. The AEF ratio of 4-to-1 holds generally true in the construction industry.

Steel, for example—It requires the labor of three men working a full day to produce a ton of steel. This excludes the overhead and clerical forces directly associated with steel production. In the more normal years of 1928, '29, '30 and '31 the engineers and contractors who constitute the construction industry averaged to use 2,500,000 tons of steel a year, thus providing 7,500,000 man-working days for the steel industry each year. Seventeen percent of all steel produced is bought by the construction industry.

It is impossible to compute in exact terms how far back into industry and how far away the employment in-

fluence of construction activity penetrates. For instance, New York State benefits from construction projects in California. The Chateaugay Onondaga Iron Co. has just reopened its blast furnaces at Lyon Mountain to supply pig iron for Bay Bridge and Golden Gate Bridge in San Francisco.

Different authorities estimate that the direct and indirect benefits of construction are so vast that even a billion dollars expended for public construction will provide a year's work for a million men. No wonder the government designated the construction industry as the spearhead of the drive to restore normal employment. No wonder the administration is working overtime to release the billions of federal credits for projects that will do the most good.

* * *

Equipment and materials manufacturers are already unlimbering their guns. Satisfied that the government means business they are making their first real selling effort in years. The issues of *Engineering News-Record*

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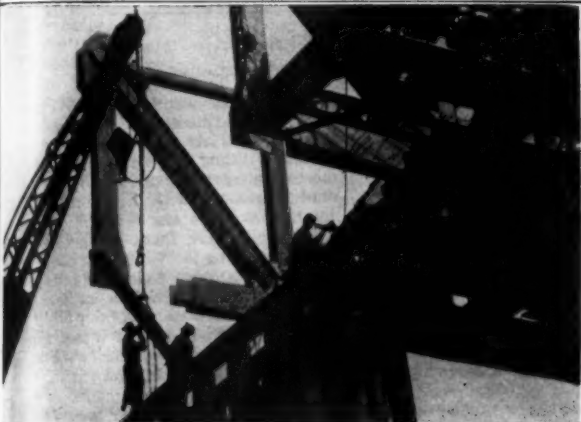
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Construction Methods carried several new advertisers. Some of the regular advertisers increased their space in these issues. They use advertising in these two publications because it is the most practical and economical way of reaching the 100 engineers and contractors who are bidding on the jobs that federal

funds are making possible. They recognize that winning bids must be computed with a knowledge of what equipment can do in saving time and money. The time to make these engineers and contractors familiar with the latest in equipment and materials is *before they sharpen their pencils.*

Engineering News-Record Construction Methods

McGraw-Hill Publications

1221 West 42nd Street

New York

Brands Save Store's Prestige During Price Promotion

A Retail Buyer Tells Why Advertised Lines of Men's Underwear Are
Best for His Department

THOSE natural affinities, the department store and the advertised brand, are going to have more and more in common as the "New Deal" is worked out. Here is an instructive story which shows how thoroughly this fact has been proved by a department store outside of metropolitan marketing centers. **PRINTERS' INK** is indebted to *The Underwear & Hosiery Review* for the privilege of reproducing Mr. Reinhard's article.

By Claude H. Reinhard

Men's Underwear Buyer, H. Leh & Co., Allentown, Pa.

DURING a period when price was one of the most important considerations in the customer's mind, the men's underwear department suffered less seriously from the introduction of inferior lines than had been anticipated. Manufacturers' brands of proved quality maintained a consistent lead in competition with unknown brands of strictly price merchandise. Manufacturers' brands have been an anchor of security to save the prestige of the department during the incessant storms of price promotion.

The customer who has worn a branded line of underwear that has proved satisfactory does not consider a difference of a few cents in the price of a garment sufficient inducement for changing to a line about which he has doubts. Men are quite set in their underwear habits.

In the department store, approximately 90 per cent of men's underwear is sold to women, and these women usually have definite instructions regarding the underwear they are to purchase for the men of their families. A man may allow his wife or sister, or mother, a wide choice in the selection of socks, shirts, or ties, but when it comes to underwear, he is more particular.

Underwear may mean the difference between comfort and misery to

a man, and he wants comfort. He wants his garments cut in proper proportion to size, and when he has found a brand of garment that meets this requirement he will not readily gamble with his comfort for the sake of a few cents.

Knowing these facts, we believe that it is up to the buyer to recognize this customer psychology and merchandise along the line of least resistance and better profit, giving the customer what is wanted instead of trying to force volume with a variety of promiscuous brands at a lower price, which will cause the department to be loaded with an unnecessary number of price lines, reducing turnover and profits.

Some interesting conclusions have been drawn from promotions in which shirts and shorts were featured at three for \$1, with well-known brands of shirts and shorts at 50 cents each purposely displayed nearby.

Theoretically, the cheaper numbers should have far outsold the branded lines during such a promotion if price had been the chief consideration. Actually, the branded lines received the preference and accounted for more volume than the specially promoted line.

With such evidence, it would be foolish not to sense the wisdom of stocking the branded lines. But in selecting manufacturers' brands, due thought should be given to the

merchandising opportunities for the line selected.

It is only good policy not to select a line which is being sold through too many competitive stores, and this leads us to the principle of selective distribution.

We believe that if we are to put real effort into the promotion of a manufacturer's brand we should reap the reward instead of promoting business on that line for a number of competitive departments which may be making little effort to promote the line. We are partial to brands on which we are protected from too many competitive outlets.

Under such conditions we feel free to go as far as we like in our promotional plans, knowing that the popularity of a brand will bring prestige to this department. We can promote the manufacturer's brand and our department as well. We can co-operate with the manufacturer by tying up our advertising and window displays with the national advertising on the branded line.

By concentrating on a selected number of brands we counteract the tendency to trade down in price lines. If we do find it necessary to have special promotions several times a year, we can obtain much greater response by offering well-known brands at a small discount than by offering nondescript lines at lower prices.

Obviously, one must hesitate to guarantee merchandise when the emphasis is on price. Contrast this with garments that are uncon-

ditionally guaranteed by the manufacturer. Every garment leaving the department must give satisfactory service. If there are defects or complaints, the matter can be adjusted with full confidence that the manufacturer will approve such action without quibbling. How else can we build the customer confidence that brings constant increase in repeat business?

The popular-priced garments, shirts and shorts at 50 cents and union suits at \$1, account for the bulk of volume at present, although a fair business is being done on garments in the higher-price ranges.

One of the most effective methods to combat declining dollar volume has been to price merchandise on display in units of two or three garments. This plan increases unit sales as well as dollar volume.

We favor the window display as the most effective method to advertise men's underwear. The ideal combination is, of course, a window display to supplement the newspaper advertising. In this manner, we are able to use the window display to refresh the memory of the shopper who read the advertisement but forgot about it until the window display brought it to mind again.

If the underwear department that stresses quality merchandise is given adequate window displays to illustrate the quality features of its underwear, it should not be difficult to develop a growing volume without the necessity for incessant price promotions.

Slogan Already in Use

E. R. SQUIBB & SONS
NEW YORK, N. Y.

Editor of PRINTERS' INK:

Referring to your July 20 issue of PRINTERS' INK, page 82, "Some Slogan Questions" in connection with the letter from Fertig, Slavitt & Gaffney, Inc., inquiring about the slogan "It Tastes Better":

We have been using this slogan in connection with Squibb's Milk of Magnesia since 1927. We carry it both in our advertising and on our Milk of Magnesia labels.

F. L. BLACK,
Assistant to the Executive
Vice-President (Department
of Advertising)

Appoints Cole Agency

The Iowa Fiber Box Company, Iowa Can Division, Keokuk, Iowa, has placed its advertising account with Cole's, Inc., Des Moines advertising agency. Dairy and ice cream publications will be used this fall in a campaign on Therm-a-Tubs and Therm-a-Cans.

This agency is also handling the account of the Loudon Machinery Company, Fairfield, Iowa, which is introducing several new items this year. Farm papers will be used to advertise a new brooder house.

In addition, the Loudon company is using business papers to advertise its new Frost-King bee hive, and national periodicals are being used in a campaign that is running on Sunny Monday clothes driers.

Educating Retail Clerks by Letter Campaign

Wamsutta Mills Use Series of Eighteen Messages to Explain Sales Points and Win Co-operation

By Don Gridley

EDUCATION of retail clerks selling specific brands of merchandise has been one of the problems that national advertisers have found most difficult to solve.

Their efforts to find a solution have ranged all the way from complicated correspondence courses and group sales meetings down to mail campaigns of various lengths. By and large, the latter have proved the most successful because of their economy and extreme flexibility.

Recently, Wamsutta Mills have been sending clerks a series of letters, none more than a single page in length and several covering little more than a half page. According to C. F. Broughton, treasurer of the company, these letters have been successful in giving clerks a better appreciation of the best sales points of Wamsutta percale sheets.

The first letter, signed by Mr. Broughton, commences:

I have asked a number of sales managers to help me compile a list of the most capable men and women who are selling WAMSUTTA PERCALE in the leading department stores of the United States.

Having received your name in this way I am writing this personal letter to ask if you will co-operate with us in telling your customers about some of the outstanding values of WAMSUTTA PERCALE as compared with other sheets and pillow cases.

It then lists nine questions. It tells the clerk that she will receive a series of letters answering them. The nine questions cover the main sales points of Wamsutta sheets.

After this introductory letter, the clerk receives seventeen more which makes a complete series of eighteen letters mailed at intervals,

timed just far enough apart to be effective.

Letter Number 2 answers the question, "How long do the sheets last?" The third letter takes up another sales point and is quoted because it is typical of the series:

"How can any fabric as light and delicate as Wamsutta be really strong?" This question has puzzled a good many salespeople as well as their customers.

The reason is that the Wamsutta Mills use only the strongest and finest grade of yarns. These yarns are made from long staple cotton and woven so closely and finely that you almost need a magnifying glass to see the threads.

As a matter of fact, a 90 x 108 WAMSUTTA PERCALE sheet contains 6,408 more threads than there are in any standard sheeting.

In spite of this, a WAMSUTTA PERCALE sheet is almost half a pound lighter than ordinary brands, as we shall explain more fully in our next letter to you.

Note the brevity and conciseness.

It is particularly interesting to run through this series and observe the absence of superlatives. The company does an effective selling job and brings out every superiority of the product without using ballyhoo words. As a matter of fact, much of the effectiveness of the series is due to the absence of ballyhoo and the concise and simple statements of fact which characterize each letter.

This is evident in the fourth letter of the series which takes up another sales point:

"Why is the laundering cost of WAMSUTTA PERCALE actually lower than that of other sheets?"

It's simple enough.—A 90 x 108

"Where is that glass of water?"

— FRANKLIN D. ROOSEVELT

THAT was a great speech the President made the other day. He said a lot of important things. But next day people were asking each other, "Did you hear the President say, 'Where is that glass of water?' and 'Friends, it's hot in here!'" It's the human interest that people remember — in speeches and advertisements. We know how to make advertising human.

THE JOSEPH KATZ COMPANY
advertising **NEW YORK**
BALTIMORE

WAMsutta PERCALE sheet weighs almost half a pound less than the ordinary good quality sheets.

Figuring laundry costs at approximately 10 cents a pound, Wamsutta sheets cost only 17 cents apiece, whereas the ordinary sheet costs 21 cents. Thrifty housekeepers count on saving 10 cents on every laundering of a pair of WAMsutta PERCALE sheets and pillow cases. And that is cold hard cash returned to every Wamsutta user on the weekly laundry bill!

Perhaps you will have a chance to clinch a nice sale of Wamsutta with a good straight argument like this.

In addition to giving the clerk sales ammunition by answering the nine important questions mentioned in the first letter, the company also recommends methods which will help the clerk to do a better background selling job.

The ninth letter of the series, for instance, is headed, "Show Wamsutta First," and says:

A recent shopping trip among department stores in ten of the leading cities showed a surprising emphasis being placed on low-grade merchandise.

At the sheet and pillow case counters, our shopper was invariably offered a low-price sheet first. It took repeated requests for something better before WAMsutta PERCALE sheets were shown. So much has been said about the advantages of "trading up," that we wonder if your clerks realize how easy it is to sell WAMsutta PERCALE sheets and pillow cases today.

Show Wamsutta first and give your customers a chance to admire this beautiful, fine fabric. Call attention to the lightness, the longer wearing qualities, the fine hemstitching, the extra strong tape selvedge and the beautiful soft finish.

All these quality points make a Wamsutta sale easier, and with every Wamsutta sale goes satisfaction to the customer and a good profit for your department.

The series is remarkably free from competitive sales ammunition and when there is any sug-

gestion of the necessity of answering the arguments of competing products the suggestion is made indirectly and constructively.

An example of this is found in the thirteenth letter:

From reading advertisements of sheets and pillow cases some people get the idea that fineness, viz., the number of threads used, is the most important quality in a superior sheeting fabric.

That, of course, is nonsense. If it were true, the best sheets would be made of the sheerest Wamsutta Nainsook. Imagine how long they'd last compared with WAMsutta PERCALE.

WAMsutta PERCALE is made of the strongest long-staple cotton obtainable. It is just as sheer and fine as a sheet fabric can possibly be made without weakening it.

Only one improvement has been possible and that is the thorough combing of *all the yarn* used in weaving. This combing actually takes an additional 80 pounds of short fibres and lint out of every 500-pound bale. The rest is woven by the most skillful weavers in America into the exquisitely smooth and soft WAMsutta PERCALE that you now have on your counter.

Perhaps this information may help you to sell even more of it.

The sixteenth letter in the series introduces the testimonial angle by quoting a satisfied customer. A wise clerk can make excellent use of this letter:

Every now and then we get a letter like the following that just goes to prove what Professor Millard showed by his scientific laundry tests of WAMsutta PERCALE.

This was written by a lady in Jamestown, New York, who discovered that one of her "prized possessions" is a sheet of WAMsutta PERCALE and thought we might be interested.

She says . . . "It came to me from my grandmother's store of linens and has been in use for at least twenty years. This sheet is so smooth and linen-like and cool that I keep it in case of sickness. It has

no thin spots and shows almost no signs of wear.

"Grandmother had a large family and mother says she *always* bought Wamsutta as an economy measure."

Isn't that worth remembering when a customer asks how WAM-SUTTA PERCALE will wear?

The worst faults of many clerk educational plans have been expensiveness and over-elaboration of detail. It is, of course, possible to build rather elaborate educational courses around products which sell for more than \$100. Several excellent clerk courses have been created for products like electric refrigerators. Here, however, the manufacturer is helping the retail salesman sell something which will bring him a liberal commission on each unit sold.

With products like sheets, however, generally the clerk is getting paid a stated salary, probably quite small, and may be selling several other products in addition. Therefore, it is necessary to make the educational job as simple, as concise and as understandable as possible.

It is here that letters offer the ideal medium since they are subject to any variation in length the manufacturer considers wise and in addition to being inexpensive, can be sent out at frequent intervals allowing the clerk to absorb a small amount of information from each letter.

In using a letter campaign, however, the manufacturer must use great care to see that the letters are kept short, are concise and, finally, cover only a single and easily understandable sales point at a time.

Has Brewery Account

The Cateact Brewery, Rochester, N. Y., has appointed the office at that city of Stewart, Hanford & Frohman, Inc., to handle its advertising. Newspapers and outdoor advertising are being used.

Appoints Dayton Agency

The advertising account of the Dayton Clarifier Company, Dayton, Ohio, manufacturer of an oil purifier for automobile motors, has been placed with The Parker Advertising Company, of that city.

GOOD COPY

**can withstand
judicial cross-
examination
because it is
based upon
sound evidence
—not reckless
allegation.**

**HAWLEY
ADVERTISING
COMPANY
INC.**

**95 Madison Ave.
New York City**

Two or More Stores—Then You Have a Chain

This Is the Census Definition, and Many So-Called Independents Should Be Included

Telegram

PHILADELPHIA

Editor of PRINTERS' INK:

Can you refer us to any issues containing data on what constitutes a chain store?

McKEE & ALBRIGHT.

THE Bureau of the Census defines a chain as "an organization composed of two or more retail stores owned by and operated under one management."

This is a pretty inclusive definition and doubtless there are a number of estimable retailers in the country who own two or three stores who are just as violent in their denunciation of the "predatory" chains as their less affluent brothers who own a single store.

This definition undoubtedly includes all sorts of variations of management. For instance there are numerous small chains of less than a half dozen stores owned on a co-operative basis. One man, president of the group, will own stock in all the stores and then the individual store managers will own stock only in the particular stores that they manage. Yet, technically under the Government definition, these stores constitute a chain.

Three other definitions of chains are as follows: R. W. Lyons, executive vice-president, National Chain Store Association: "Two or more retail establishments operating under common management, ownership or ultimate capital control engaged in the sale of goods, wares, or merchandise."

Fred S. Clark, Professor of Marketing, Northwestern University: "A chain store consists of a number of unit stores operating under common management and control, and following common policies and utilizing common methods of operation which are determined by the central management."

James L. Palmer, Associate Professor of Marketing, University of Chicago: "The chain store is a corporation engaged primarily in retailing of merchandise through a fairly large number of store units which are owned and controlled by the corporation."

"Census of Distribution 1930 Retail Trade in California" classifies chains as to types of operation and territory served as follows:

"1. A *local chain* is a group of substantially similar stores under the same ownership and operation, merchandised from a central warehouse or other common point or points, but not from the stocks of a parent store. In a local chain, a majority of its stores are located in and around one city.

"2. A *branch system* differs from a local chain, either of which can have four or more units, mainly in the method of merchandising and the relation of the various stores to each other. A branch system always revolves around a dominant parent store, from which the branches grew and from whose stocks the branches draw most of their merchandise for sale.

"3. A *sectional chain* is one whose stores are located in a number of cities so that its interests are more than local, but a large majority of whose stores are located within one geographic division, or an equivalent area made up of parts of two geographic divisions.

"4. *National chains* are those operating in two or more sections of the country whose interests are too broad to be limited to any one section of the country."

The Voluntary Chains

The voluntary chain brings up an interesting question of policy. As most voluntary organizations are made up, they consist of a group of independent stores, so far

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as ownership is concerned, who wish to subscribe to a central service which acts as a buying agent for them, furnishes them advertising help, performs certain supervisory services, and in other ways exercises a common control over all of the stores in the group.

Technically, it would be possible to consider these stores under one management, although not under one ownership.

Another type of group which has to be considered by sales executives as coming pretty close to the chain type of organization is found in the grocery field where there is the retail-owned wholesalers. Here the individual store owners exercise the greatest amount of individual control, but on account of their common interests in many phases of their business have to be treated as a group—[Ed.

PRINTERS' INK.

S. G. Cox Heads Fourth District, A. F. A.

Sylvan G. Cox, member of the Advertising Club of Miami, has been elected governor of the Fourth District, Advertising Federation of America, according to an announcement made today by T. M. Griffith, of St. Petersburg, the retiring governor.

Other officers recently elected are Marvin H. Walker, Tampa, vice-governor; M. Thayer Newman, Jacksonville, secretary; and James M. Robertson, St. Petersburg, treasurer.

The Fourth District, which includes all the advertising clubs in Florida, held its annual convention by mail. Committees were appointed, the governor's message mailed to each club, nominations and resolutions were transmitted to the several clubs, and the returns all were sent back to the governor of the district.

Lloyd Myers with Coast Agency

Lloyd Myers, a member of the New York office of Albert Frank & Company for many years, has become an executive member of the Los Angeles office of Bowman, Deute, Cummings, Inc., advertising agency.

Wehmhoff with Hall Printing Company

B. L. Wehmhoff, technical director of the Government Printing Office, Washington, D. C., has joined the W. F. Hall Printing Company, Chicago, as head of its newly created technical division.

RUSH YOUR MATS AND PLATES FASTER —AT LESS COST

No ifs, ands or buts about it—your mats and electros GET THERE by Railway Express. Our RUSH label insures special delivery on arrival—DAYS, NIGHTS and SUNDAYS—and permits no pauses in transit—your plates and mats RUSH—all the way.

THE NEW REDUCED RATES ARE:

Mats—**Pound rates . . . Minimum, 25c**
Electrotypes—**Pound rates**

Minimum, 35c

Advertising matter printed, engraved, etc.—**5c pound . . . Minimum, 15c**

These rates include pick-up and delivery in all principal cities and towns.

Add to speed and economy the dependability of Railway Express and you deal three smashing body blows to the ogre of closing dates. And for that extra special rush, we offer Air Express with reduced rates and faster schedules.

For information or service call any Railway Express Agent.

SHIP BY RAILWAY EXPRESS

Agency, Inc.

NATION-WIDE
RAIL AND AIR SERVICE

Humor vs. Straight Facts

This Copy Jury Voted 98 Per Cent for Simple, Ungarnished Presentation of Arguments

By Bernard A. Grimes

IS copy intended to get attention by its cleverness worthy of its hire?

I have seen the answers to this question made by a jury of executives representing advertising's twenty-four prominent advertisers. I am not at liberty to disclose their identities, or to quote their opinions. Even with these handicaps, the following summary based on their viewpoints is important.

The incident came to my attention when one of those asked to help render a verdict, told me the results should make interesting material for PRINTERS' INK's readers. It concerns an advertising agency which was engaged in a controversy on advertising policy between itself and its client.

One side took the stand that clever, whimsical copy arouses comment and thus is best. The other side contended that copy which spotlighted a product's merits and did so in a human fashion that anybody could understand, produced more sales. To settle the controversy, it was decided to sound the opinion of a number of advertisers, and see what they, as an invisible and impartial jury, would have to say.

Of course the jurors declared that, sight unseen, they were at a disadvantage to consider the problem intelligently. It was not sufficient to know that the product was one of very low cost and every day use. An intensive study of its selling points, its advertising history, and ever so many factors which influence the relative effectiveness of different types of appeal not being available, some advertisers would only commit themselves to general expressions of opinion with reservations. Others would make no comment either way.

But withal, mighty little was said for humorous copy and a lot was

put forth in behalf of straightforward copy. Humor in advertising might show greater immediate sales but it would lag behind in the long run. It wasn't a type of appeal that easily got a second wind because it is so difficult and delicate to handle for more than a short period.

There are exceptions, of course, and one which was handed a bouquet was the Flit campaign. But this doesn't depend upon humor alone, it was pointed out, for the cartoons in the series are strongly tied up to the use and effectiveness of the product. In whimsical copy, there is the Fortnum and Mason campaign and, typical of another ingenious use of humor, the Kayser silk "You owe it to your audience" series.

For the most part, opinion leans heavily toward straightforward copy. Strong reason-why selling copy was declared to be all an advertiser can afford to buy space for; hard-hitting advertising with plenty of human interest. Clever or subtle advertising too often runs the risk of going over the average reader's head.

Sincerity—Advertising's Cornerstone

Ninety-eight per cent of the jury, in voting for straightforward advertising, favored its featuring the virtues and usefulness of the product advertised. Success may come with cleverness. An advertiser may hit upon a "natural" but if he wanted to make the most of his effort, he'd not forget that his advertising was scheduled to do a selling job, to do this well it should not be put forth in the role of funster, that sight must never be lost of the fact that the cornerstone of successful advertising is sincerity. There may be less fun and less talk about factual copy, but it makes more money.

Of course, circumstances alter cases and, as with many moot questions in advertising, no hard-and-fast rule was laid down. Highly selective markets reached by publications which afford a natural setting for clever copy, where it is looked for and where there is a high probability of reader understanding, it was reasoned, doubtless

would make clever copy more desirable.

It does seem, with all the returns in, that more could have been made for the case of humorous advertising. The ingenuity of advertisers has proved that there can be no cut-and-dried technique. If there were, flexibility would be abolished.



Why Not Speak the Speeches?

KALAMAZOO VEGETABLE

PARCHMENT CO.

KALAMAZOO, MICH.

Editor of PRINTERS' INK:

Isn't it about time some of us who foot the bill for conventions at least to the extent of memberships in associations and registration fees, should register a mild complaint (well, call it a fervid squawk if you want to) about the way so many of the speakers impart their erudition to their audiences?

I refer in particular to the last A. F. A. convention in Grand Rapids and to the fact that a large percentage of the speakers read their speeches. Isn't such a procedure a bit uncomplimentary to a literate audience? Most of us can read, and it is very much less costly in time and money to read the speeches in the next issues of our favorite trade publications than to attend conventions.

Indeed, the speaker does himself an injustice, as well as his audience. It was positively uncomfortable to watch the "readers" lose their audiences from the moment it became apparent that they were relying on manuscript, not on face-to-face delivery. In all instances, attention was immediately divided.



New Firm Elects G. L. Brown

George Lippincott Brown, formerly an executive of the J. C. Penney Company, has been elected president of the National Guarantors Corporation, New York. This corporation has been formed for investigation, certification and the guaranteeing of merchandise of quality standards.

The audience talked, read newspapers; toward the end, many walked out. Applause was perfunctory and without sincerity. To plead lack of time for preparation is hardly enough. Most of the speakers had ample time.

There is no warmth or enthusiasm, or conviction about a read speech. Of course Jim Farley read his. We didn't expect much of a speech, anyway. Senator Capper did likewise, but did a better job by looking at us now and then. But just contrast either speech with the attention and reception given Boss Kettering who stood up, awkward, ungainly, violating every rule in the book about public speaking if you want to go by rules, but holding and swaying his audience with the very sincerity of his address, looking us in the eyes, talking to us, not at us.

Oh, well, just another squawk, but hang it all, seems as if we tadpoles in this advertising puddle are entitled to a little more courtesy from the Olympians.

GLENN STEWART,

Advertising Manager.

P. S. Say, did you notice that the wimmin had their speeches down pat, and put them over with a bang? Give the little ladies a hand, boys, give 'em a hand!

Arbetter Starts Own Business

A. A. Arbetter, for eight years display advertising manager of the W. L. Johnson Publishing Company, publisher of community newspapers, has started his own business, The A. A. Arbetter Company, at 421 South Wells Street, Chicago. The new firm will distribute Cello-Ribbon, package tying material.

No Recovery Act on Consumers' Choice

This government is a long way from telling you your next car must be a Chevrolet or a Packard, instead of a Ford or a Cadillac. It isn't yet going to tell your wife she must use Palmolive instead of Lux. That your child must no longer eat Grape-Nuts, but Shredded Wheat.

The consumer's choice still is free, and the product winning his choice gets the business. Advertising is the greatest known force in educating the consumer to intelligent, satisfactory choice.

This, though, the government is striving for and probably will accomplish—the



creation of more and better consumers to exercise that choice. More chances for advertising to hit fertile ground and yield results.

That is why PRINTERS' INK is pointing to advertising and aggressive merchandising as the path of the *Merchandisingly Alert*.

If you sell advertising media, service, materials, look to advertising yourself—advertising in PRINTERS' INK to the audience of *Merchandisingly Alert* that has been gathered for you. Here undoubtedly is a greater concentration of real advertising buying power under the New Deal than anywhere else available. And at the lowest cost because of the least waste.

Forgotten Markets

What Happened When a Highbrow Product Was Priced within Limits of Lower Income Brackets

IT is either just an incident or a merchandising lesson, the way out-of-town boys turned the losing New York Hippodrome into a money maker. Cecil Maberry came out of the West, found the big show place dark, started with an idea of first-run pictures at low prices. The idea worked until warm weather took the masses to beaches and woods outdoors.

Plans for a summer closing were ready when along came Alfredo Salmaggi from Chicago with a reputation for producing good opera, some singers and an opera elephant, all of whom had to eat. The great hunger of that big elephant and other contingencies induced Salmaggi to try out the Hippodrome for three weeks in June with opera at a 50-cent top figure.

The owner of the elephant had long had an ambition to try a grand-opera season at prices comparable to motion-picture admissions. Immediately after the decision the promoters tried a sampling idea. Realizing that the public might be suspicious of grand opera at low prices, they printed 10,000 free tickets, searched out the forgotten market for opera among the poorer people who really appreciate music.

During the first week there were 25,000 people who heard the opera. The second week another 25,000 came and paid \$16,000 above the free passes. That week they broke even and the third week, on an all-cash basis, the Hippodrome and the opera company both made money.

The public wouldn't let the opera

leave at the end of its time. Opera lovers low in the income scale who had apparently been waiting for the opportunity, rose up and demanded that the company stay.

Burns Mantle, well-known dramatic critic, writing in the New York *Sunday News*, says that if it gets too hot in New York and the opera leaves, it will open at the Goodyear Zeppelin hangar at Akron. Says Mr. Mantle:

"Mr. Maberry figures that by using circus seats he can get no fewer than 85,000 people into the hangar, and he is making plans to have the Salmaggis sing 'Aida' there in August. Besides the circus seats the enterprise will be advertised and sold like a circus. The country for seventy-five miles around Akron will be billed and canvassed, and arrangements will be made for the parking of 50,000 cars near the hangar.

"Inside the hangar a series of 'duplex public address amplifier systems' will be installed and piano wires will be strung across the top of the hangar to improve the acoustics. Every man, woman and child, promises Mr. Maberry, will be able to hear the beautiful music and be assured of his or her culture advancement in consequence."

There seems to be something in this unique method of bringing a highbrow product down to the reach of the lower income man, which has a bearing on the problem of many a manufacturer as he contemplates the implications of the Recovery Act and the thought that the income of the lower wage group is going to be on an ascending scale for the next few years.

Opens Chicago Office

National Advertising Service, Inc., New York, college newspaper representative, has opened a Western office at 333 North Michigan Avenue, Chicago. Harry C. Baldwin is in charge. He was formerly with Littell, Murray, Barnhill, Inc., and College Publishers Representatives, Inc.

Kaufman with Cramer-Tobias

Lewis B. Kaufman, for many years associated with the former George L. Dyer Company and, more recently, with Reimers, Whitehill & Sherman, has joined the Cramer-Tobias Company, New York advertising agency, as head of client service. He will also contact publications and buy space.

This Salesman Was Dumb, but His Orders Were Many

And Then There Was Rube Wardell and His Pack of Obstacle Cards,
Who Also Was Successful

By A. H. Deute

"NOBODY is so hard to turn down as the smiling individual who calls every Friday morning at nine o'clock," an old grocer said to me. "Take the chap who comes to see me regularly, and sooner or later, I just naturally have to try to scare up a little business for him."

I have often thought that if more young salesmen could listen to that old grocer and realize how vital regularity is in this business of selling goods, there would be less hit-and-miss calling.

Of course, all salesmen are anxious to get orders. The sales manager writes them pep letters and calls for a daily report which shows sales made. So the desire is to go to the accounts where it is more than likely an order will be waiting.

On the other hand, the salesman who builds his territory is invariably a regular, round and round and round worker. Organizing a territory is very much like getting team work into a basket-ball team. The sheer persistence of the regular call is deadly.

And that reminds me of one of the dumbest but best salesmen I ever knew.

His name was Becker and he sold candy for us in the Northwest. He never did learn to sell candy through all the years of his success. When he finally left to get a much better paying job, he still didn't know a thing about candy. But he had one quality—a faithful, dog-like persistence. He started out every Monday morning and he followed his route list throughout the week as faithfully as a street car follows its prescribed route over fixed tracks. He kept right on his schedule. Dealers got so they could set their clocks by his arrival. He began to get comments on this

fact, and around it he developed a little comedy sales talk.

He would walk into a man's store, go up to the buyer and profoundly apologize for being a minute and a half late. And then he would elaborate on the fact that he covered his trade as a policeman covers his beat. Dealers began to be cognizant of the fact and remark about it. It gave the salesman an individuality.

Later on he worked up a variation. He kept his own watch at absolutely correct time.

When he got into a certain store, he would compare the time of the store clock with his own. Often enough, the store clock would be a minute or two early or late. This gave the salesman a chance to correct the time and then remark that being on time and on schedule was his middle name. He impressed his trade with the fact that he was always on the job—always there to give service. It got business for him.

The Rise of Rube Wardell

I have often recounted the method of Rube Wardell and his pack of obstacle cards. But in case you have not heard about it, here it is. Rube Wardell passed on a couple of years ago. I never knew a more colorful salesman. I gave him his first job. He came to us as a shipping clerk with ambitions to be a salesman. Finally, his chance came. With fear and trembling, we gave him a territory and he went to work. He got a certain amount of business through sheer friendliness. But he simply could not remember a sales talk or the arguments with which to overcome objections.

Finally, we worked out this method: The Rube was given a bundle of blank cards. Every time

he was sent away without an order, he was to set down the objection which brought about his undoing.

Then, every Saturday, he was to sit down with me and we would work out the answer on the other side of the card. Theoretically, in time, he would have every objection listed and on the other side of the card, the answer to it. Then, in odd moments on the train or in the hotel of an evening, the Rube was to study the cards and keep himself mindful of the right answers. Again, in theory, this was to make of the Rube the perfect salesman, with a proper reply with which to overcome each objection hurled at him.

The system worked splendidly and the Rube's business picked up. Finally, he became over-confident. He failed to study his cards with sufficient frequency. And in the middle of a hard sales presentation, he stumbled over an obvious answer. He knew he had that objection set down and the correct answer all worked out. But he could not remember what it was.

Finally, in desperation, he reached into his pocket, found the proper card and said to the dealer: "Gosh, I forgot that one, but here it is"—and he read the answer to the prospect.

The dealer was interested in his card system and wanted to know what it was.

"Well, it's like this," said the Rube. "There are thirty-nine reasons why you may not want to buy our chocolates. I've got them all

listed on these cards and the right answer on the other side. Say, man, I've got reasons here you never heard of. You just spring your finest objections and watch me give you the answer."

The dealer tried him out. Sure enough, the Rube had the answers available. Finally, the Rube said:

"Say, Mister, why waste your time and mine. Let's get to work on the order."

"Can't buy anything today," the dealer said, "I've got too much candy on hand right now."

"Hah," said the Rube, "that's card number thirteen. I've got that one spotted. Look here—" and he read the dealer the answer to the over-stocked objection.

The dealer laughed and the Rube started to write up his order.

From that accidental discovery, the Rube worked out a startling sales system. He took it over onto a long specialty territory and made it work overtime. He would walk into a man's store. Solemnly, he would take his pack of cards and lay them out. Then he would say to the dealer: "Mister, there are thirty-nine reasons why you don't want to buy chocolates. And here they are. And on the other side of these cards are all the answers. No use wasting your time or mine. Let's get to work."

And then an interesting little by-play while the dealer raised one or two objections, and the cards were used to supply the answers. Soon the Rube had the dealer playing the game with him.

Jarman Shoe Changes Name

The Jarman Shoe Company, Nashville, has changed its name to the General Shoe Corporation. The change was made for convenience in the operation of its sales divisions. The name Jarman Shoe Company now will be used as a selling organization for the Friendly shoe.

Two other selling divisions are the Richland Shoe Company, distributing Fortune shoes, and the Belle Meade Shoe Company, distributing the Sky Rider shoe.

With "Cleveland Weekly"

H. W. Roberts, formerly advertising manager of the *Cleveland Plain Dealer* and, more recently with the *Chicago Daily News*, has become advertising manager of the *Cleveland Weekly*, Cleveland.

Bank Starts Campaign

The Commercial National Bank and Trust Company, New York, has prepared a six-month advertising campaign in New York daily news and financial papers and magazines. The advertisements, four columns by 150 lines in size, made their first appearance July 12 and will continue until January, 1934. The copy will in many instances be tied up with timely news topics such as aviation, re-employment and brewery activities. Lord & Thomas, Inc., is handling the campaign.

Appoints Bayless-Kerr

Wheeler Industries, Cleveland, metal stampings, has placed its advertising account with the Bayless-Kerr Company, advertising agency of that city.

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Howard D. Taylor Lays His Cards On The Table

In this communication, without hiding behind any X's, Y's and Z's in the signature, I am going to tell the advertising world who I am—what I've done and what I want.

My name is Howard D. Taylor—known by a great many advertising men in large agencies—in publications and by some of the largest national advertisers.

I am looking for a position where my 20 years' experience will do the most good in this period when advertisers must watch their step and money.

Fundamentally I am an idea man—merchandising and copy ideas. I have also had a wide experience in contact work and sales assistance of all kinds.

My previous connections have been with the following agencies:

N. W. Ayer & Son, Philadelphia	7 years
Critchfield & Co., Chicago	5 years
George Batten Co., New York & Chicago	6 years
Williams & Cunningham, Chicago	2 years

I am fully qualified to act as Advertising Manager, Contact Man, Copy Writer, Solicitor or Merchandising Plan man.

My idea of salary is not based on previous earnings but on future results.

Here is a list of some of my advertising friends who, when they read this, will try to find an opening for me and to whom I refer as to my ability, personality and past record.

Wilfred W. Fry, Pres., N. W. Ayer & Son
Wm. H. Johns, Pres., B. B. D. & O.
F. W. Kurtz, N. W. Ayer & Son
F. R. Feland, Treas., B. B. D. & O.
N. W. Geare, Pres., Geare-Marston, Inc.
C. H. Marston, V. P. & Treas., Geare-Marston, Inc.
J. J. Geisinger, V. P., Federal Agency
H. B. LeQuatte, Pres., Churchill-Hall, Inc.
H. H. Imray, Adv. Mgr., Eastman Kodak Co.
W. W. Wachtel, V. Pres., Loose-Wiles Biscuit Co.
Lucien Locke, Adv. Mgr., Ethyl Corporation
Gilbert Hodges, Executive Board, The Munsey Co.
Herbert Fairchild, Adv. Mgr., N. Y. Sun
H. K. Boice, V. P., Columbia Broadcasting System
R. L. Hurst, Pres., B. B. D. & O. Corp. of Ill.
John F. Hurst, Treas., Henri, Hurst & McDonald
A. L. Gale, Pres., Gale & Pietsch
W. G. Pietsch, V. P. & Treas., Gale & Pietsch
C. L. Ostrom, Adv. Mgr., Morton Salt
H. L. Sharlock, Adv. Mgr., Bendix Aviation Corp.
Warren A. Agry, Adv. Mgr., Good Housekeeping

None of these men have been consulted previous to the publication of this advertisement.

HOWARD D. TAYLOR
1854 Graybar Bldg., New York

Hires Plans Year-Round Advertising

Bull's-Eye Idea Ties Small Space to Large-Space Campaign

IN results as well as in effective use of structural design, the Charles E. Hires Company, Philadelphia, has a bull's-eye campaign. This is evident in a study of the use being made in twenty-eight line copy of its bull's-eye focal point, and in the statement of Charles E. Hires, Jr., president.

"For sixty years," he says, "Hires root beer has been advertised in the spring and summer. Our new plan contemplates year-round advertising in newspapers because of effective results this season."

Copy, one column by two inches, will appear twice a week in sixty-eight papers. Decision for continuance is twofold: 1. To keep up momentum with reminder advertising and, 2. To give impetus to the increasing popularity among young people of root beer milk shakes. For six winters, now, the company has been working with teachers of home economics in educating young folks to the health advantages and pleasure of milk drinks made with root beer extract.

Though small in size, the space readily identifies itself with the principal features in the company's larger space

newspaper, magazine and poster advertising, with dealer displays and with its packages. This is made possible through a structural formula laid down several years ago which aimed at correlating all advertising and merchandising elements from the time the product leaves the factory until it reaches the consumer.

Over the course of many years a concern tries many designs. The name, "Hires Root Beer," for example, had been gotten up in many forms, sizes and types.

Eventually the company found itself in a period where it recognized the need for correlating these various forms of advertising expression. Last year it redesigned its packages, labels, bottle caps. It developed a color system of blue and gold, standardized its logotype and all elements of design, taking what it had learned from experience was the best, and discarding the worst.

The key design settled upon was a circle—a bull's-eye on which could be focused the company's competitive selling point. This is summed up in the initials, "R-J," meaning "real juices."

This bull's-eye, while made to carry



Three small-space newspaper advertisements, showing the bull's-eye—a structural feature of all types of Hires advertising

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the basic sales story and to perform all the work of identification, at the same time permits of wide flexibility. Whether in a color page in a magazine or in a poster, a small two-inch advertisement or on a bottle cap, it builds up consumer identification.

Standardization even has been extended to cover the use of illustration. It is uppermost in mind when the selection of artwork is being considered. The attractive girls who are so colorfully presented in the magazine pages can't go to work until there is assurance that their appearance in the dealers' stores will supplement their magazine showings. Adaptability is what is sought, and economy. Tie-in counter cards and life-size dealer displays feature the same young women in different poses and with different backgrounds. They must be able to do an advertising job either for the bottled product or the extract.

The motive of every advertising activity is directed toward consolidation into a complete unit. The person who sees a magazine advertisement, sees the same illustration in the same color system on posters, on counter displays. Similarly, the same bull's-eye appears in rotogravure advertising, in black and white space, and finally, on the container itself, whether this be a bottle, a keg, or a package of extract.

Wisconsin Has New Advertising Laws

Advertising has been made subject to a series of new restrictions under bills just passed by the Wisconsin legislature.

One measure forbids advertising of food in package form, if the retail price is included in the advertising, unless the weight and volume of the package contents are printed in at least ten-point type. Chain stores, advertising "leaders" below standard sizes, are the targets of the statute. Violations are subject to fines of \$10 to \$100 or thirty days in jail.

A second law stringently regulates advertising and sale of securities. Publication of false or misleading security advertising is forbidden, and where such advertising is knowingly put out, penalties of up to \$5,000 fine or five years' imprisonment can be assessed. Securities cannot be advertised before registration with the States Securities Commission, nor before a copy of the advertisements is left with the commission.

WE

*Will give you space
IN
THE NEBRASKA FARMER
for
your advertising campaign*

IF—

*you can reach as many paid
farm subscribers in NE-
BRASKA at as low a mil-
line cost through any other
publication or publica-
tions—*

AND—

*to make it good, we in-
clude reader preference.*

AND—

*to make it conclusive we
include selectivity.*

•
ASK ALL FARM PAPERS
CLAIMING COVERAGE IN
NEBRASKA TO MEET THIS
TEST!

•
WE WELCOME
INVESTIGATIONS
ON THE GROUND

•
THE NEBRASKA FARMER

"Nebraska's Farm Paper Since 1839"

SAM R. McELVIE
Publisher

•
LINCOLN

NEBRASKA

I Want My Boy to Be a Writer of Advertisements

For if He Succeeds in This, It Can Be said of Him: He was Born to Live and Help Live

By Wm. E. McFee

Chief Copy Writer, American Rolling Mill Company

WHEN I read Mr. Anonymous' provocative article* decrying advertisement writing as a career for his boy, I properly withheld my tongue. It was no time to grasp the firm the rapier, for I was unsettled and uncertain in mind.

Now that understandably defeatist attitude has become sublimated, as it were, and I know why I could wish for my boy the honest and useful calling of advertisement writer.

As a term, I prefer *advertisement writer* to copy writer, because to me, it is more explicit.

The first reason comes bounding headlong to expression. If my boy, who is not yet a stripling, does not at maturity contribute his tithe to the comfort, enrichment, security and material welfare of his fellows, it would conceivably be better that he had not lived. I say that the advertisement writer who takes his labors seriously and thinks, not altruistically but sympathetically, of his readers' needs and wants, is pushing his wheelbarrow in civilization's trek as creditably as the physician, educator, or anyone else.

You ask: "What of the spiritual values; what will your ad-writing son do here?" To that I reply that if he succeeds in elevating the material life, the ethereal will take care of itself. I will risk a platitude in asserting that the task of all men for many years to come will be that of helping people to live more fully in a material sense, cultivating the tangible, earthy things.

If my boy will, through his efforts at sales writing, help bring people a little closer to a material

millennium, I shall feel vastly more repaid for my watching and waiting than if he had soared to the Parnassus heights of a Keats or a Shelley. I also shall feel much more repaid by this accomplishment than if he had gained the ephemeral fame and fortune of a financial colossus.

Possibly you divine that I want my boy to know and understand and sympathize with people, not sentimentally or mawkishly, but practically, as their material wishes would have it. And I am supremely confident that if he becomes an able writer of advertisements, he will adequately meet those specifications written in hope's perennial ink.

Bound to Be Some Disillusionment

I know that if my boy follows in his father's career-steps he will suffer many disappointing and disillusioning hours. I know that at first he will be cynical, doubting, and even iconoclastic. He will tilt his lance at numerous windmills and be thrust back brutally for his impudence. He will encounter advertisers, clients—call them what you will—who will not feel the true urge of his calling as he does; who will repulse his finest inspired efforts; who will brush away in sweeping gestures the air-castles he has builded so eagerly for his audiences.

And even when he has reached his fullest maturity of sales expression and begins to mold the stuff "that really pays," he will be reminded time and again that the man who buys the carrier for his printed or verbal salesmanship doesn't see the market, the people, through his ambitious eyes.

Those are not all the inhibitions

*"My Boy a Copy Writer? Never!"
PRINTERS' INK MONTHLY, Dec., 1931.

and mind-aches to which my son would be subjected were he to choose of his own free will his father's vocation. Nonetheless, they are some of the vicissitudes that, if I mistake not, would purge his being, strengthen his soul, broaden his outlook, and finally, mold him into a man against whose existence and purpose might some day be written: *He was born to live and help live.* What more could a father, an ad-writing father or any other kind of father, desire for his son?

I sometimes reflect that among advertising writers, as among all other vocational workers, there are quitters. It is not that I censure them; for few are strong and the weak should not condemn the weak. A quitter is a man who is deficient in—well, call it tenacity of purpose. Those of us who are minus

in that quality are plus in others; yet I do believe that strength of purpose against all rebuffs is the one trait that would carry my son farthest in an advertising career. To this I would add a heaping measure of sincerity; for, without sincerity my boy would be a discredited to his fine profession.

And now, as my eyes weary under the early morning lamp, I reflect that possibly my boy will never study and interpret the products and services that people need and desire. Still, even though he does not, if he reads these words twenty or twenty-five years hence in the yellowed pages of his father's scrapbook he will understand—understand, I hope, that his father's "old-fashioned philosophy" attempted to go beyond the borders of a profession of which he was pardonably proud.

+ + +

Breaks Every Advertising Law

BROOKE, SMITH & FRENCH, INC.

Advertising

DETROIT

Editor of PRINTERS' INK:

T. Harry Thompson's article in the July 13 *PRINTERS' INK* was a masterpiece. It expressed brilliantly what I have thought and talked about copy for eighteen years.

I hope that a couple of thousand advertisers will read his *Philip-pikos*. It may stop them from asking for ideas like "Blank's" "Bink's" or "Bunk's."

I have broken every collegiate law of advertising—and generally with good results. I have written three and four-page follow-up letters that have brought more business

than the varsity models. I have put coupons at the top-of-page, lower-left and lower-right with the same results, notwithstanding the Starch and Gallup admonitions. I have had illustrations looking in, out, up and down. Some missed, some clicked, but the average was as good as any.

The best copy I ever wrote was an advertisement for a trade paper that I did for fun. It pulled six times more inquiries than the ones I spent long hours of study over and it violated all rules.

We need more revolutionary souls in this business. Mr. Thompson should be called upon to write another article!

E. H. MORRISSEY.

+ + +

Will Advertise New Product

The Granell Products Corporation, New York, recently organized, has appointed Cecil, Warwick & Cecil, Inc., to direct its advertising account. The company makes Kolo, a powdered cleanser.

Has Brewery Account

The advertising account of the Peter Hand Brewing Company, Chicago, Meister Brau beer, has been placed with Lord & Thomas, of that city.

Joins Distillery

W. W. Smith, who was with the former Chambers Agency, Louisville, has joined the American Medicinal Spirits Corporation at Louisville as an advertising executive.

Appoints Daugherty

The Sieloff Packing Company, St. Louis, has appointed Jimm Daugherty, Inc., advertising agency of that city, to direct its advertising account.

Advertising Has Become Farmer's New Hired Man

(Continued from page 6)

fruit of inferior quality from the channels of trade. The California Fruit Growers Exchange is continuing its normal investment of approximately \$2,000,000 a year in advertising.

It is possible that Florida and other citrus producing States will adopt a similar program and that eventually all State plans may be federated under a national control program.

Under such a national stabilization plan several interesting possibilities are apparent, such as a restriction on new citrus plantings. Another possibility is a unified advertising campaign to increase total citrus fruit consumption, participated in by the citrus industries of all States, or a plan to co-ordinate the advertising and sales promotion efforts of shippers in all States toward the same end.

About a year ago the California prune industry organized the United Prune Growers of California for the purpose of controlling the volume of shipments, keeping off-grade prunes from the market and conducting a campaign of advertising and dealer service to increase demand.

One year ago growers were selling 1931 crop prunes in the field at prices that ranged from $\frac{1}{2}$ to $\frac{3}{4}$ cents a pound. Only after the first offering was made by the United in September at a 2-cent basis did prices strengthen.

Last week, on an opening offer of 1933 crop prunes, the United named prices ranging from 3 to $3\frac{1}{2}$ cents a pound.

Within the last two years the pineapple industry of Hawaii, has by somewhat different legal methods, but with identical objectives, worked out its own program for decreasing acreage and controlling the output of the several canners. Simultaneous with the inauguration of this control program the pineapple industry began the ex-

penditure of \$2,000,000 a year in advertising to increase the consumption of canned Hawaiian pineapple.

The success of these industries, which have anticipated Government control, indicates what other industries which combine a control of supply with a drive to stimulate demand, may accomplish under the new Agricultural Adjustment Act.

The intent of the Administration is not to put a brake on advertising but to make it possible for business to use advertising without the danger of being hamstrung by the sort of price warfare which has raged in many markets during the last few years. Since quality products, offering the maximum of service and satisfaction, lend themselves best to advertising, the effect of the law will be to benefit makers of goods of this kind, rather than to hinder them.

The Administration's view of the part advertising will play in the recovery program was well summarized two weeks ago in a letter which General Hugh S. Johnson, administrator of the Industrial Recovery Act, addressed to the President of the Advertising Federation of America.*

Thus, the stupid price-cutting and frenzied competition that have undermined advertising will be eliminated. Future competition will tend toward the development of legitimate markets through the spending of money to build up a trade of one's own rather than our past suicidal system of giving away money to tear down all trades.

"The new bill," says one writer, "will give advertising an entirely new value and make it indispensable in developing new business and retaining old."

The new competition will be be-

*This letter was quoted in full in the June 29 issue of *PRINTERS' INK*, pages 33 and 34.

tween industries. Competitors within an industry will unite to compete with other industries. Even with controlled production, demand remains of paramount importance. More than ever before the consumer is king. Whoever wins him wins the game. And whoever loses him is lost.

Southern Papers Preparing Campaign

Following the decision to conduct an advertising campaign, the Southern Newspaper Publishers Association, through its advertising committee, is preparing twelve full-page newspaper advertisements for members to run in their papers. In addition a direct-mail campaign to national accounts and agencies and a campaign in business papers will be prepared.

Herbert Porter, Atlanta *Georgian-American*, is chairman of the committee in charge of the campaign. He is assisted by the following: Alabama, Henry P. Johnston, *Huntsville Times*; Arkansas, K. A. Engel, *Little Rock Democrat*; Florida, Truman Green, *Tampa Tribune*; Georgia, Boykin Paschal, *Savannah News and Press*; Kentucky, W. Bruce Hager, *Owensboro Messenger-Inquirer*; Louisiana, J. F. Tims, Jr., *New Orleans Times-Picayune*.

Also: Mississippi, James H. Skewes, *Meridian Star*; North Carolina, D. Hiden Ramsey, *Asheville Citizen and Times*; Oklahoma, Edgar T. Bell, *Oklahoma City Oklahoman and Times*; South Carolina, A. W. Huckle, *Rock Hill Herald*; Tennessee, Enoch Brown, Jr., *Memphis Commercial-Appeal*; Texas, Steve Kelton, *Houston Chronicle*; Virginia, Junius P. Fishburn, *Roanoke Times and World-News*, and West Virginia, Jim H. Shott, *Bluefield Telegraph and Sunset News*.

Death of O. K. Benedict

Omer K. Benedict, first president of the Oklahoma Press Association, died recently at Tulsa, aged fifty-nine. He was long active as a publisher and editor of Texas and Oklahoma newspapers. At the time of his death he was vice-president of the First National Bank & Trust Company, of Tulsa.

Joins Rawlins & Hunt

J. E. Parriah, Jr., for the last eight years with the Western staff, at Chicago, of the Condé Nast Publications, has joined the staff of Rawlins & Hunt, publishers' representatives, Chicago.

Heads Milwaukee Bureau

William C. Maas, president of the Calumet Fuel Company, Milwaukee, has been named chairman of the Better Business Bureau of the Milwaukee Association of Commerce.

Direct Mail

In the past few years, we have made plans and copy for the direct-mail advertising of more than 1,000 concerns, in every conceivable line of business.

Realizing the importance of direct-mail advertising, either by itself, or as a co-ordinating factor between space advertising and distribution, we have made it a specialty and admit a high degree of efficiency in its preparation and execution.

It can be used with profit in 99 out of every 100 businesses.

Charles Austin Bates

President Charles Austin Bates, Inc.

18 East 48th Street, New York

Valuable Files . . .

of Sales and Advertising Data

THESE files are maintained by thousands of manufacturers and advertising agencies who have purchased to date 12,387 binders to keep in an orderly manner their copies of **PRINTERS' INK WEEKLY** and **PRINTERS' INK MONTHLY** as they come in.

When you want to refer to a certain issue, it can be easily found; no confusion or a mass of loose copies to go through. Sales and advertising information at your finger-tips.

These attractive binders sell at cost. The Weekly, \$1.25 postpaid, holds fifteen or more copies; the Monthly, \$2.00, holds nine copies.

Printers' Ink Publications

185 Madison Ave., New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George F. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6900. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor

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ROY DICKINSON, Associate Editor

C. B. LARRABEE, Associate Editor

BERNARD A. GRIMES, News Editor

Andrew M. Howe

H. W. Marks

Arthur H. Little

Eldridge Peterson

S. E. Leith

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, AUGUST 3, 1933

Mischievous Minorities

The National Industrial Recovery Act, as we understand it, is a measure for the general betterment of industry with the object of setting the country back once more firmly and strongly upon its economic feet.

But some people, tragically enough, seem to look upon it as a means of personal aggrandizement, of gaining selfish advantages that they are not capable of getting under the free flow of trade, and of punishing their enemies.

Recently in this same space we had occasion to refer to the gyrations of the National Retail Grocers Association in discussing a code to submit to the rough and ready General Johnson. Rather than give to the proposition the earnest and even devout attention that the emergency merited, the Association saw fit to waste much

choice vocabulary in lambasting the chains—which the more progressive of its members had already proved they could conquer in a straightaway man-to-man economic fight.

In simple justice we should have made our indictment of the grocers more or less a blanket affair. For it seems that practically no organization or association is immune from the mischievous desire to use the Recovery Act as a means of getting even with somebody and of gaining advantages which could not come other than through superior merchandising.

Thus we have the totally unnecessary spectacle of powerful elements within industries fighting to retain certain vicious practices which are against the interests of the industry as a whole. Many of these things should have been eliminated long ago and most of the more progressive elements have been fighting for such elimination, but now the minorities are waging nip-and-tuck battles to have them set up as part of a code which everybody must follow or get in bad with the Government.

Maybe this great experiment will work out and maybe it won't. PRINTERS' INK is not prepared to argue with those who say that in its make-up it includes social and even spiritual values as well as economic. But this is no time to quibble. We have got to go through with it.

The country is committed to this thing and it should be given a fair run for its money. In any event it should not be held back by selfish interests who always have been stormy petrels in otherwise orderly industries and who now are trying to impose their fire-brand doctrines upon competitors who could defeat them hands down in ordinary times and under normal conditions.

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grateful indeed that General Johnson is as tough and hard-boiled as they make them—also keen and discerning. He knows what is what and has the full confidence of the President, who also is by no means meek and lowly.

The gentlemen who are trying to delay the orderly march of this experiment had better wake up. Something pretty hard is going to hit them one of these days. If they were the only ones to suffer no tears would be dropped. But their industries as a whole would probably be penalized for their shortsightedness. This is why the industries should right now vigorously stamp upon any and all attempts to punish enemies and glorify vicious practices.

Set 'Em Up, Mr. Brewer!

"Not that I want to seem to complain," said the patron, to whom a blessing, despite a minor imperfection or two, was still a blessing, "but this beer is too warm."

"You like your beer colder?" asked the young soda-dispenser. Then, brightly: "Shall I put some ice in it?"

Whereupon, on the other side of the world, somewhere in Flemish Europe, there was an upheaval in an old and regal grave. Gambrinus had turned over.

Yet despite such handicaps, in willing if somewhat dazzled America this summer legalized beer has done right well. From C. D. Williams, secretary of the United States Brewers Association, we learn that in June beer-drinkers consumed 351,570 more barrels than they consumed in May and 971,000 more than they enveloped in April.

"Translated into 8-ounce glasses," reports the somewhat ecstatic Mr. Williams, "since Legalization Day we" (and by "we" Mr. Williams no doubt means, not just his association, but the American public

in general) "have consumed more than 3,021,600,000 glasses."

Of course, the figures include the consumption of those earnest researchers who, by hundreds of thousands, have taken three or four fast ones of this new stuff and then waited, scientifically but hopelessly, to see what would happen. Yet even with correction for experiment, the barrellage—and, yes, Mr. Williams, the glassage, too—remain impressive.

Yet we cannot drop the subject without introducing, say, about 3.2 of moral content. "There are indications," Mr. Williams warns, "that a rush of newcomers into the brewing industry is under way."

To established concerns, the indicated expedient ought to be plain. The way to protect a branded product against the inroads of actual and potential competition is to establish it and entrench it with advertising.

We Face Competition

An editor's interest in the advertising his paper contains extends farther than the revenue it brings—welcome and necessary though this revenue may be.

His life is brightened and his job of producing a readable publication made easier when his advertisers catch the spirit of the times and portray it forcefully in copy and layout.

Take last week's issue of this paper. Perhaps our pride in its advertisements is enhanced by L. E. McGivena's beautifully done tribute to PRINTERS' INK on its forty-fifth birthday—a classical bit of writing which Xenophon himself could not have excelled if he could have written English, which he couldn't and which Mr. McGivena can.

(Incidentally, Mr. McGivena in taking his theme, "*Enteuthen ex-claunei*," from the Greek was thinking along the same lines as Mr. Warren, of Ayer's, who writ-

ing a PRINTERS' INK birthday advertisement, expressed himself in the Latin: "*Sic vos non vobis.*" Erudite gentlemen these, and their organizations are fully justified in being proud of them.)

But, anyway, those advertisements portray current economic developments and picture marketing conditions here and there in a way that simply demands reading. In thought and general workmanship they set a high standard which can be both an inspiration and a pattern for many.

Really, we shall have to put our best foot forward. For wouldn't it be rather a strange thing to have more readability and interest in the advertising than in the editorial sections? Or would it?

We have some real competition here.

Mr. Dyke Has a Real Idea

Despite all the strongly expressed views of the experts to the contrary, it seems reasonable that there must be one or two best methods of copy testing.

It is therefore refreshing to note that the Association of National Advertisers is strongly inclined to make a real inquiry into the subject. Even though the projected expedition may cost considerable time and money.

We understand that within this important and increasingly useful organization there is a strong feeling in favor of the proposition advanced in last week's PRINTERS' INK by Ken R. Dyke, executive vice-president of the Johns-Manville Corporation, that existing methods of copy testing should themselves be subjected to the most vigorous tests with the object of finding such points of superiority as each may have, if any.

As chairman of the A.N.A. committee on pre-testing and post-testing of copy, Mr. Dyke sets down nine major methods which

seem to have the most support.

This is quite a good many ways of judging copy. If advertisers have to take their choice among nine, the operations are sure to be surrounded with more uncertainty than seems necessary. If it is impossible to narrow the process down to one best method (and we are not prepared to believe that it is) there should certainly be less than nine.

Only the dilettantes and the amateurs profess to believe that advertising is or can be made an exact science. But there is a vast amount of guesswork and floundering about that could be eliminated to the benefit of all concerned.

The A.N.A. would do well indeed to take Mr. Dyke and his findings seriously.

A Word to Labor

In all friendliness, PRINTERS' INK suggests that

leaders of labor, especially in those trades where trouble has started or is brewing, urge their men to wait until the manufacturers have had a fair chance under the Industrial Codes.

With many of the old-time labor proposals now laws of the land, being adopted by progressive manufacturers as part of codes by which they voluntarily bind themselves, it seems particularly shortsighted to allow strikes to take place, and permit strike talk to be made prevalent.

Many manufacturers who have been in the red, now making plans for better marketing methods, for raising wages, for adding men, all to come out of their own pockets, are put to the added trouble of sitting on top of a labor volcano in their own plants when they should be receiving constructive help.

This is the moment when the old-time spirit so often shown in a crisis by the late Samuel Gompers should be the guide.

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She wouldn't wear anything but

SILK..

*this young
romantic
\$419,000,000
spendthrift!*

This is the girl who made silk the American fabric. She's the young, eager, romantic American woman. She's intolerant of staid dullness. She craves romance—glamor—luxury. She wouldn't wear anything but silk; and she's always on the lookout for the latest style in makeup, in fashions, in things to do and places to go.

Now you can talk to her, and a million girls like her—the million readers of Fawcett Women's Group. Their average is twenty-five—and their average of expenditures for personal, feminine things is \$419 apiece, each year.

Every page is built around these women's primary interests—fashions, screen folk, beauty and romance. 96.13 per cent of Fawcett Women's Group circulation is bought on the newsstands each month—sure proof that they are wanted—and read from cover to cover.

**Reach Her with 12 Pages
—For Only 2c**

Now it actually costs you but two cents (2c) to reach this active young buyer with twelve full pages. We can tell you the whole story quickly—with no obligation to you. Just drop us a line.

\$419,000,000

**A Few Places
Where It Goes!**

**\$35,000,000 for Beauty
Items—Five Times
as Much as Average**

**\$32,000,000 for Silk
Hosiery — More
Than Twice the
Average.**

**\$50,000,000 for Travel,
Vacations.**

**\$30,000,000 for Sports
Clothes and Equipment.**

**A Pretty Good
Customer, Isn't She?**

**\$1.70 The Lowest
Page Rate Per
Thousand to Reach a Million
Women Buyers!**



Fawcett Women's Group
FAWCETT PUBLICATIONS, INC.

The Little Schoolmaster's Classroom

BY way of novelty, the Schoolmaster submits for the attention of the Class an advertisement in which a product is pictured by not being pictured at all!

The scene is the imposing facade of a pillared, Colonial mansion. Lawn, a fountain, a driveway, bright-hued shrubbery, inviting arm-chairs behind the high, old pillars—all these we see, but the product for which they provide a setting isn't there at all!

The copy reads:

"An unfinished picture. The time is nine o'clock in the morning. The picture is a conception of a fine American home, planned in the imagination of Earl Horter, and painted by him in his studio in Philadelphia.

"But at our request, Mr. Horter has left out of the picture one very important thing.

"He has left out the motor car that would ordinarily be in the driveway at this o'clock in the forenoon.

"He has left it out because we want you to *imagine* what car *ought* to be there. Is it difficult to do? We think not—because, certainly, the car that ought to be there is a Cadillac."

* * *

Although the National Industrial Recovery Act is going to have a tremendous effect on sales forces all over the country, few sales executives have had the vision to take their salesmen into their confidence and to tell them what to look forward to.

A. R. Kneibler, vice-president, Coopers, Inc., manufacturer of underwear, is not in this class, as is demonstrated by a three-page letter which was sent out by him on July 15 to all of his salesmen.

It opens with a couple of paragraphs pointing out the revolution-



An unfinished picture

The picture is an oil on canvas, measuring 10 feet by 12 feet. It is a conception of a fine American home, planned in the imagination of Earl Horter, and painted by him in his studio in Philadelphia. The picture is unfinished, and the motor car that would ordinarily be in the driveway at this o'clock in the forenoon has been left out. The picture is a conception of a fine American home, planned in the imagination of Earl Horter, and painted by him in his studio in Philadelphia.

Cadillac

ary aspects of the Act and then says, "So, let us concede success, and give some thought to the changes that you and I may expect in our business outlook."

The letter then continues to discuss various ways in which the underwear industry will be affected by the Act.

The Schoolmaster particularly likes a section headed, "Prices will up—but you'll like it."

This section says, "Prices will advance much further. Shorter hours and higher wages alone will do this. But when wages go up, so does the purchasing power of the people.

"So, NIRA, while bringing us more orders, is, at the same time, creating more payroll to buy the goods on these orders from the retailer.

"Money in the consumer's pocket is not apt to increase as rapidly as prices increase and, therefore, retailers must expect consumer resistance for a while. In old-fashioned economics, this condition has

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always existed. The reverse is true, too. On a declining market, wages do not drop as vertically as commodity prices.

"NIRA is attempting to correct this by urging immediate increases in industrial wages. Retailers, therefore, will have to be patient in the knowledge that NIRA is working for them, too."

In this same frank and understandable manner Mr. Kneibler takes his salesmen into his confidence and does his bit to see that they do not become rumor-mongers going about doing their part to disturb the trade.

The Schoolmaster wishes that more sales executives would be as frank in explaining NIRA to their sales forces. Salesmen are going to carry a good share of the recovery burden and it is not only fair to them but, also, very, very good business to interpret for them current economic trends.

* * *

After nearly four years of the economy appeal in advertising, the American public must be pretty well anesthetized to the bargain appeal. Therefore, the Schoolmaster feels that it is the psychological time for The R. T. French Company to come forward with an advertisement in women's magazines which carries this heading: "Margery Learns How Not to Save 5 Cents."

The advertisement, in the familiar cartoon style, tells about the thrifty housewife who buys some cheap mustard only to have her husband complain about its taste. Of course, the happy ending occurs when she spends a nickel more and buys some French's Certified Mustard.

If we are about to experience a cycle of upturning prices—and the signs indicate pretty clearly that we are—it is probable that many advertisers will look around for some transition of advertising which will carry them from the

To Represent an Agency in New York

Two trained admen—one with excellent record of Food and Proprietary products' experience, the other with general advertising, specializing in Radio—desire to represent an out-of-the-East recognized advertising agency. Now controlling about \$200,000 for the first year.

This agency must be (a) rated highly; (b) be in need of a New York office; (c) be adequately staffed for art and production; (d) be able to finance through their main office the New York and Eastern business.

The New York office will consist of the two men, their secretary and small office equipment. Inquire with full particulars, accounts and terms. "E," Box 81, P. I.

RADIO DIRECTOR

available

Wide experience—Nationally known—Can speak with authority on every phase of Radio Advertising—Excellent references—College graduate and married—For details write

"D," Box 80, Printers' Ink
NEW YORK

OPPORTUNITY

SALESMEN WANTED to represent this large national printing, commercial calendar and office supply house. We manufacture by all processes everything applying ink to paper—all general printing. Men needed are those with cars—experience preferable but not essential—those willing to make a small goodwill deposit on samples, which is returnable. Only the better type, capable men will answer this ad, for they will ask their banker or any concern's purchasing agent about us. No collecting is done by our representatives. References desired with application.

FORT WAYNE PRINTING CO.
FORT WAYNE, INDIANA

TORONTO
MONTREAL
WINNIPEG
LONDON, ENGLAND

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

NEW SALES ORGANIZATION PLAN

Territory rearrangement and new improved products open exceptional opportunities for lithography or bank supply salesmen to represent The Todd Company of Rochester, New York. Consolidation of sales divisions provides for opening of new and concentrated territories of great potential income possibilities, in every part of the country. Thorough training will be given. Effective advertising support provided. Ability-building experience and promotion opportunity assured. Energetic men of pleasing personality and good record will be selected.

Write

THE TODD COMPANY
Sales Promotion Department A
ROCHESTER, NEW YORK

WANTED

Three years ago I purchased a class weekly which while showing a handsome profit for almost 50 years had through extravagant ownership management become "Cash Poor" and a losing proposition. In 1931 it lost \$62,000.00, in 1932 it lost about \$30,000.00, and for the first six months of 1933, the worst year in the publishing business, it lost less than \$300.00 per month or at the rate of \$3,600.00 for the year. In 1926 it did a gross business of almost half a million dollars. With present management it will show a profit of from \$60,000.00 to \$75,000.00 on a gross business of \$200,000.00, or less than half of 1926 business.

I need a partner who is under 45 years, willing to work for fat profits instead of a fat salary and who is in a position to invest \$10,000.00 or more.

Address D. B. H., Box 155, Printers' Ink.

bargain appeal into the quality appeal. In doing so, they may well look at the advertisement just quoted as an excellent transitional idea which will appeal to the thrifty housewife during a period when she is bound to object to what she feels are exorbitant prices.

Members of the Class will watch with interest other developments along the same line.

* * *

The Schoolmaster has taken occasion more than once to comment on various features of "The Carnation News," the exceedingly interesting house magazine that the manufacturers of Carnation Milk send to retail grocers and their clerks.

One of the most interesting features of this magazine is found in the frequent articles dealing with products far removed from the canned milk field. For instance, in the most recent issue is a story on salt written by C. L. Ostrom, advertising manager, the Morton Salt Company. This gives some of the history of salt and then shows how it is harvested and processed. It is illustrated with a number of interesting pictures and is so written that it will undoubtedly be of unusual interest to anyone selling groceries.

Far too little of this unselfish type of material appears in house magazines. If, however, the editor of the magazine has in mind interesting his audience there is no way he can do a better job than by occasionally publishing articles dealing with the interesting sides of products sold through the same outlets that sell his own merchandise.

Death of C. C. Petterson

Carl C. Petterson, aged 51, head of the Petterson Letter Service, Milwaukee, died recently at that city.

4-Color Ben Day Process
Printing on Newsprint;
Your Plates or Ours
Shopping News—Cleveland, O.

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Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Long Island Newspaper, complete with job printing plant and business for sale, on easy terms. For further information call, A. C. Flamman, 160 Broadway, New York City, phone REctor 2-4274.

Advertising Sales Executive desires to contact partners who would consider financing promotion of two very meritorious advertising ideas recently developed and applicable to Drug Stores. Extraordinary profit assured. Address Box 306, P. I.

FOR SALE

\$30.00

Buy twelve complete years' **PRINTERS' INK WEEKLY**. Years 1917 and 1923 to 1933 in best condition. Address P. O. Box 1786, Milwaukee, Wisc.

HELP WANTED

WANTED: SALESMAN FOR NEW YORK DIRECT MAIL CONCERN. MUST HAVE EXPERIENCE. COMMISSION—20% & 15%. BOX 993, PRINTERS' INK.

SMALL N. Y. ADVERTISING AGENCY

Seeks an associate who can produce business. Reply, Box 999, Printers' Ink.

Chicago Advertising Agency—now reorganizing, offers an interesting opportunity for an experienced advertising agency account executive, who enjoys desirable relations with industrial advertisers. Respond fully. Box 304, P. I.

Advertising Man with space selling experience to take charge of eight page Rotogravure Pictorial News Weekly, to be published in your city. Must be in a position to finance self for three weeks. Experienced man will make \$150.00 per week. Box 995, Printers' Ink.

Advertising Salesman on established New York trade paper who has successful selling record and is willing to work hard. This job has paid a good salary and has good prospects but the new manager-salesman must start at a small income. Write fully. Box 301, P. I.

SALESMAN for New York Agency specializing in direct-mail advertising. Only experienced advertising salesman will be considered. Liberal commission to start. Drawing as soon as you prove ability. Exceptional opportunity. Write all essential information in first letter. Our staff knows of this ad. Box 997, P. I.

MISCELLANEOUS

FOR RENT

Ideal Studio, 192 square feet, suitable for one or two artists. Good light, two windows, in offices of display manufacturer with considerable art work to give out. Phone: PLaza 3-3114.

POSITIONS WANTED

Production-Purchasing Manager: Printing, Typography. Experienced, practical executive, able to plan and supervise work for economical production. Box 994, Printers' Ink.

Artist-Specialist—Architectural subjects, interiors, color or black and white, ads, booklets, posters for paint, building materials, furniture, etc. Salary or free lance. Box 996, Printers' Ink.

Artist with broad agency experience and unusual creative ability; distinctive pen-technique for cartoon and character illustration; expert layout and typography. Age 31; married, N.Y.C. only. Box 998, P. I.

EXECUTIVE AVAILABLE

Young lady with 12 years' experience membership, statistical and promotional work in the trade association field. Wide acquaintance among trade association executives. Address Box 303, Printers' Ink.

Experienced Advertising Representative—Thorough background copy, merchandising, research, space sales. 11 years' experience leading newspapers, agency, national magazine. Investigate record, references. Box 305, Printers' Ink.

IDEA MAN

Reliable young ace
Ready-made prospectus, or custom built
to your accounts. Box 302, Printers' Ink.

ART and PRODUCTION EXECUTIVE

with successful record of over fifteen years' experience with leading agencies, direct-mail organization, mail order houses, etc., is now open for a new connection. An accomplished layout man of high creative ability and sound knowledge of printing, engraving, and all phases of mechanical production, plus sales and merchandising experience. Clean cut, well educated Christian of splendid address who can bring to a friendly group of people, a wealth of experience and accumulated knowledge of art and production methods. Age 45; married; location and salary less important than opportunity. Address F. D. C., 1403 Ohio Bank Bldg., Toledo, Ohio.

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“ “ THAT NEBULOUS IDEA—

*I*T keeps recurring to you—
It is practical and will increase sales—
but so far it has not been captured,
whipped into shape, and put to work.

Why not take a look at it in black and white? You
will be surprised at the facility with which we grasp
your idea, and change it from simply a mental picture
into a definite business-building force. Make us prove
it, by mailing the form below.

Medallion 3-3500

CHARLES FRANCIS PRESS

461 EIGHTH AVE., at 34th ST., NEW YORK

☐ I have an idea for you to develop.

☐ _____

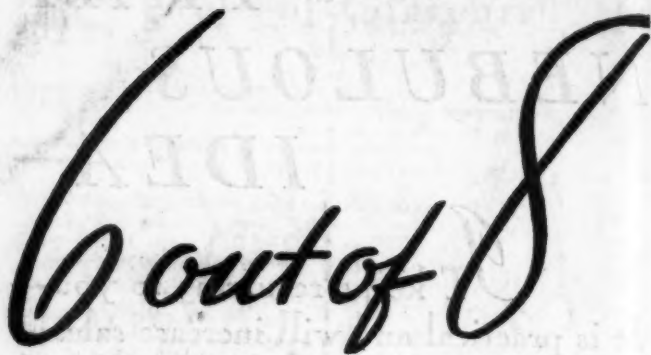
Firm _____

Address _____

Individual _____

MAIL TO CHARLES FRANCIS PRESS • 461 EIGHTH AVENUE, NEW YORK

* * * * *



6 out of 8

Chicago loop department stores during the first six months of this year increased their lineage in the Chicago Tribune, while the newspaper second to the Tribune in department store lineage lost in volume from 6 out of the 8 stores.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower. New York, 220 E. 42nd St. Atlanta, 1825 Rhodes-Haverty Bldg. Boston, 718 Chamber of Commerce Bldg. San Francisco, 820 Kohl Bldg.